

## Marketing and Communications Internship

Human Capital Growth (HCG) is a boutique firm specializing in evidence-based talent management services. Our mission is to help employees and organizations thrive together through better leaders and fair talent practices. Our work is grounded in science and made practical for application. We have had the privilege of advising Fortune 1000 corporations and not-for-profit organizations who have made a commitment to creating meritocratic workplaces. We are a global team distributed between the United States and India. Even though we come from diverse cultural backgrounds and disciplines, we share a passion for advancing the betterment of workplaces.

HCG is inviting applications from motivated and creative candidates, who share our mission and have a strong desire to learn and contribute.

### Position details

This marketing and communication internship will involve helping deliver HCG's direct and social media marketing strategy to grow brand recognition and sales. Experience in copywriting, developing infographics, and conducting marketing analytics are preferred. The internship will be a part-time assignment averaging 5-10 hours per week, depending on the need and workload. HCG offers the flexibility of working remotely and on a self-managed schedule.

### Key tasks

- Support marketing efforts by developing email and voice campaigns, draft messaging for email campaigns, run marketing experiments and conduct analyses.
- Support HCG's social media marketing strategy by scripting videos, developing infographics and content for channels such as Slideshare, LinkedIn, Twitter, and Pinterest.
- Support marketing and communication efforts by hosting webinars, podcasts, and assisting in the creation of newsletters.
- Assist in website design and SEO optimization efforts (copywriting content, tagging, keyword analysis)

### Qualifications and personal attributes

- Upper year undergraduate or graduate students
- Proficient in MS Office packages (MS Word, power Point, Excel)
- Access to a personal computer and reliable broadband connection
- Excellent oral and written communication skills in English
- Orientation toward being a self-starter, proactive, and results-driven
- Ability to operate with the highest level of trust and integrity
- Strong organizational skills and attention to detail
- Ability to work effectively within a virtual and multi-cultural team environment
- Comfort in communicating via technology

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To apply send an email with your resume to [careers@humancapitalgrowth.com](mailto:careers@humancapitalgrowth.com). For more information about Human Capital Growth visit [www.humancapitalgrowth.com](http://www.humancapitalgrowth.com).