

## Marketing Intern



<b>Target Majors:</b>	Marketing, Business
<b>Intern Assignment:</b>	Employment Branding
<b>Job Address:</b>	100 Federal Boston, MA
<b>T Accessible?</b>	Yes
<b>Hours Per Week:</b>	24 Hours / Week
<b>Preferred Days of Week:</b>	Determined by manager and intern
<b>Work Hours:</b>	Determine by manager and intern
<b>Pay Rate and Travel Stipend:</b>	\$15.00 / Hr + \$250 Travel Stipend

### Company Overview:

The company serves **corporate, institutional** and **individual clients** through operations in **more than 40 countries** through **8 lines of business**.

Today, Bank of America is one of the world's largest retail financial institutions:

- **50 million** consumer and small business relationships
- **5,100** retail banking offices, approximately
- **16,259** ATMs
- **30 million** active online banking users
- **14 million** active mobile users

Bank of America is one of the largest wealth management firms in the world:

- **\$2.37 Trillion** in total client balances
- **16,000** + financial advisors

Bank of America is a leading global corporate and investment banking platform serving clients in more than 90 countries.

Our research platform covers more than 3,000 companies in nearly 60 countries, and our premier global sales and trading platform serves more than 12,000 institutional clients.

Bank of America is also a company rich in history and community involvement.

### Department Overview:

Provides marketing and communications support for staffing. Liaise with global Staffing partners to develop and execute traditional marketing collateral and social media recruiting solutions.

### Job Description:

Provides marketing and communications support for staffing. Liaise with global Staffing partners to develop and execute traditional marketing collateral and social media recruiting solutions.

- Ensures accurate implementation of brand guidelines across the Bank of America staffing organization. Provides brand marketing support to team members within the organization.
- Supports management of social media recruiting processes and tools on day-to-day basis.
- Assists with research and maintenance within Bank of America social media recruiting strategy under guidance of Sr. Marketing Advisor.
- Assists with updating materials to brand guidelines as appropriate.
- Works with staffing teams to ensure events and jobs are posted accurately and efficiently.

### Desired Qualifications:

- Branding and/or Marketing experience