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[www.bluemountaininvest.com](http://www.bluemountaininvest.com)

**Rita Van Schoiack**  
Financial Advisor

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## **Digital Marketing Assistant- part time, 4-6 hours per week.**

### **POSITION DESCRIPTION:**

Open:

Duration: Summer 2021; June 1, through August 31.

Job Title: Digital Marketing Assistant

Supervisor: Rita Schoiack, Financial Advisor

Regular Hours: 4 hours per week.

Schedule: Work Remotely. Time is flexible. Meet Online at least one hour per week during regular business hours.

Wage: \$ 15.00 hourly

### **Overall purpose and objective of the positions:**

“Blue Mountain Investment Mgmt for Students” Project: Work jointly with the digital marketing consultant to manage and further develop the “Personal Finance for Students” digital marketing program. The project goal is to provide education, information, and resources on basic personal finance topics to teens and college age students utilizing digital marketing media as well as traditional marketing methods. This includes managing the social media platform, updating the pages specific to the “For Students” area of the website and writing for the blog. Also may include presentations on the project to various audiences.

You will receive personal finance education as well as digital marketing experience and education as part of your internship experience. Job responsibilities may also include event planning.



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### **Scope of Work:**

- Work with digital marketing consultant to manage, maintain, and further develop the digital media platforms. Your creative ideas are what we need!
- Run and maintain a weekly posting program for the social media accounts. Research and find articles to use for each week's posts.
- Learn about digital marketing for business by working directly with a professional digital marketing consultant and by participating in structured learning sessions.
- Write articles on financial topics of interest to teens and college age students for the Blue Mountain Investment Management "for Students" blog.
- Develop, set up, and participate in learning events (such as workshops) for students.
- Learn about and follow the broker dealer, Cetera Advisors, policies and procedures regarding social media.

### **Preferred Skills:**

- An interest in learning about digital marketing and personal finance.
- Solid skills in Microsoft Word and Excel.
- At minimum, basic knowledge of Social Media. Specifically Facebook and Twitter.
- Able to work independently or as a team.
- Organized, can create and manage a schedule, meet deadlines.

Strong written and oral communication skills. Enjoy writing.

Securities and investment advisory services offered through Cetera Advisors LLC, Member FINRA/SIPC, a broker/dealer and registered investment advisor. Blue Mountain Investment Management LLC is not affiliated with Cetera Advisors LLC.