

Who we are:

Henriott Group, Inc. is committed to our mission to “providing our clients customized, innovative and cost-effective products and services to reduce risk”. We do this through open conversations with our clients to understand what is working, what needs adjusted and what is missing. Then, and only then, are we able to offer a solution to improve the position of those who wish to work with us. Our solutions range from, but are not limited to, insurance products, human resource services, health and wellness and risk management.

We are seeking:

We are seeking exceptional individuals who fit into a collaborative, agile, energetic, and innovative environment. This role’s primary responsibility is to increase Henriott Group’s presence through the use of Content Marketing, Inbound Marketing, Social Media Marketing, SEO Optimization and Conversational Marketing. This individual should be able to successfully work independently as well as within a team environment.

POSITION SUMMARY:

The Marketing & Social Media Intern will be responsible for assisting in day-to-day operations and management of content of Henriott Group, Inc.’s social media accounts. This position will be responsible for planning, creating, scheduling, and posting content for various social media platforms. This includes collaboration with our team to generate additional business growth and client retention social media engagement, monthly newsletters, and other outbound client communication.

RESPONSIBILITIES:

- Work with the leadership and Advisor team to promote Henriott Group, Inc.
- Create engaging content for all major social media platforms to increase brand awareness, including but not limited to blogs, videos, press releases, etc.
- Assist in monitoring various social media pages for, but not limited to, Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Create an overall cadence for social media posts and create a content calendar.
- Communicate with followers in a timely fashion, by responding to inquiries and monitoring comments and reviews.
- Create and distribute content such as blogs, infographics, videos and press releases on social media and traditional news outlets.
- Assist with the creation of consistent branding for external facing documents.
- Increase website traffic.
- Gain more social media followers.
- Grow an email list.
- Improve conversion rates.
- Get more website or social media engagement.



REQUIREMENTS:

- Passionate about marketing and the different channels used for marketing.
- Experience on social media platforms: Facebook, Instagram, LinkedIn
- Excellent communication and interpersonal skills
- Excellent written and grammar skills
- Strong work-ethic
- Creative and innovative problem-solving skills
- Ability to learn new concepts quickly.
- Ability to understand the needs of our clients and how to cater services create engagement.
- Must be proactive and self-motivated.

If successful, you will...

Work with and become a part of a talented team who work tirelessly to bring “*certainty in an uncertain world*”.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

