



## **The Horton Group – Sales & Marketing Internship**

Title: Sales & Marketing Intern  
Department: New Business Development  
Location: Orland Park, IL  
Compensation: Paid Internship  
Term: May – August 2013 (10-12 weeks)

### **GENERAL DESCRIPTION** – *Summary*

The Sales & Marketing Intern will gain exposure to the practical use of marketing research for marketing and sales in the insurance industry. The skills developed through this internship offer exposure to a professional business environment and insight into vertical channel marketing.

Working under the direction of the New Business Development Department, the intern will have an opportunity to gain practical work experience that enhances educational and career goals.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES** *include the following. Other duties may be assigned:*

- Orientation to the Horton Group, products and services offered by the corporate brand and subsidiaries.
- Create a methodology and schedule for collecting research (i.e. tracking competitors on a spreadsheet).
- Research each broker provided, compile the key metrics and rank effectiveness of strategy.
- Present findings and recommendations to agency management.
- Benchmark and score existing prospects by practice group, indicating how closely prospects fit the “ideal” client profile.
- Work with sales to identify new market opportunities by practice group.
- Integrate market research data with our CRM system to create new leads and round out key accounts.
- Perform research that answers specific business questions based on practice industry emphasis.
- Communicate results to key stakeholders & practice leaders in order to support informed business decisions by providing in-depth analysis.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- *Education:* Completion of two or more years of college is required for undergraduate or currently a graduate student in good standing. Candidates should be interested in and/or actively pursuing a career in financial services, risk management, insurance, business, or marketing.
- Strong verbal and written communication skills required
- Ideal candidates excel in team environments, are service orientated, and have a willingness to learn and take direction from others.
- Proficient in Microsoft Office Suite, the internet, and computer skills.

#### ***Send resumes to:***

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