

## INTERNSHIP OFFER

### Marketing Intern based in Paris, France

Paris, December 2018

Beyond Ratings ([www.beyond-ratings.com](http://www.beyond-ratings.com)) is an independent investment research and advisory company. We assist our clients in integrating environmental, social and governance related risks into their strategies and operations. We provide standard research and tailored services. Our services leverage in-house research, advanced quantitative analytics, and risk scoring for over 175 countries and 10 000 companies.

Beyond Ratings has recently launched an initiative to create the first financial rating agency to systematically integrate ESG factors (Environmental, Social and Governance) into its analysis. The creation of the agency is supported by major institutional players, such as l'Agence Française de Développement (AFD), Caisse des Dépôts Group and le Fonds Français pour l'Environnement Mondial (FFEM). The agency is also supported by several leading global organizations dealing with sustainable development issues: Climate-KIC, Ethos Foundation, Global Footprint Network. Together these partners will participate in the definition of rating standards adapted to the challenges of the 21st century.

In the context of our rapid development, we are looking for a marketing intern to help us develop and structure the company's marketing processes. The right candidate must have the temperament to thrive in a young company driven by our entrepreneurial spirit. You will work in an international environment, with passionate professionals that are waking up every morning to provide our clients with new and innovative services in the finance industry.

**Reporting to the COO and the Business Development team, the successful candidate's main responsibilities will be the following:**

- Further define and implement the company's digital marketing strategy
- Support and coordinate offline marketing efforts
- Provide support to the sales team in creating relevant marketing material
- Lead the efforts associated with content diffusion
- Maintain and update the company website and our online platform for clients in coordination with external service providers and communication agencies
- Animate & coordinate the presence of Beyond Ratings in social media (Linkedin & Twitter)
- Manage and grow the weekly newsletter campaign
- Assistance with event management (conferences, trade shows)
- Conduct continuous market/competitive analysis and report regularly
- Identify and stay in contact with strategic partners in target markets

#### **Qualifications**

- English is a pre-requisite; native English is a +
- First or second-year Master's degree with preference for a major in Marketing
- Strong verbal and communication skills (most materials are in English)
- Excellent knowledge of Microsoft Pack Office
- Ease with digital tools and social networks
- Strong command of at least one top graphic design software (e.g. Adobe)
- Strong copywriting skills
- Pro-active, highly committed, and results-driven



- Ability to work independently
- Strong organizational skills with attention to detail
- Ability to multi-task in a fast-paced environment while adhering to strict deadlines and producing quality work

**Job offer details**

- Location: Paris (France)
- Start date: as soon as possible (January 2019)
- Length: 6 months
- Type of contract: internship
- Compensation: according to experience

If you feel that your profile matches this job, please send your CV and a cover letter to [careers@beyond-ratings.com](mailto:careers@beyond-ratings.com). Please note that applications without a cover letter will be disregarded.