



# Hungarian-American Enterprise Scholarship Fund

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**Company:** Edelman

**Departments:** Global CSR & Sustainability Practice; Brand and Corporate Citizenship

**Position:** Intern/Fellow

## QUALIFICATIONS

This individual will have a passion for and experience with: corporate social responsibility, social issues, branding, business strategy, consumer behavior, and qualitative and quantitative research. S/he must be a self-starter and able to work effectively on a variety of assignments.

This individual will be an integral part of the Global CSR & Sustainability Practice and the Brand and Corporate Citizenship team, working closely with firm leadership to develop future-oriented points of view and processes related to the intersection of citizenship, cause branding, corporate reputation, social issues management, and CSR.

Work attributes include: self-starter, curiosity, broad consumer of information from multiple sources around the globe, superior writer, ability to work with Excel and create powerful PowerPoint presentations and other communications, and facility to analyze and develop diverse information into strong added value for the team, the agency, and the broader field.

## RESPONSIBILITIES

The Intern/Fellow is responsible for implementing and monitoring research projects for the practice area and within a specific set of accounts primarily under the direction of Chris Deri, Global Head of CSR & Sustainability, Kristian Darigan Merenda, SVP of Brand and Corporate Citizenship, and Kate Guerin, CSR & Sustainability Account Supervisor and Practice Manager. Responsibilities include, but are not limited to:

### Research and Development

- » Using Edelman paid subscription resources and publicly available data, perform secondary research, track trends, and compile research briefs focused on topics including, but not limited to: green marketing, cause related marketing, social marketing, cause branding, corporate social responsibility, sustainability, fundraising, and nonprofit marketing.
- » Help to supply content for an internal, global knowledge management system to support Edelman's work in the brand and corporate citizenship arena.
- » Participate in the development, analysis, and execution of goodpurpose and other pioneering research/thought leadership strategies.
- » Assist in the development and management of the global CSR & Sustainability practice.

### Marketing Communications

- » Develop insights to share externally via *goodpurposecommunity.com*, social networking sites, blogs, white papers, etc.
- » Develop memos and insights to share internally with the Global CSR & Sustainability team.
- » Develop cutting edge presentations.
- » Serve as an agency resource in sharing and applying marketplace knowledge to client work, thought leadership activities, and new business outreach.

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