



Burford Capital Marketing Technology Intern New York, US

Burford Capital is the leading global finance and asset management firm focused on law. Its businesses include [litigation finance](#) and [risk management](#), [asset recovery](#) and a wide range of legal finance and advisory activities. Burford is publicly traded on the New York Stock Exchange (NYSE: BUR) and the London Stock Exchange (LSE: BUR), and it works with law firms and clients around the world from its principal offices in New York, London, Chicago, Washington, Singapore and Sydney.

Burford has created a Marketing Technology Intern position to assist the marketing team in the backend work required to create and execute on complex and targeted marketing assets and campaigns.

The role will report to the Senior Marketing Automation Manager and be based in Burford's New York office.

www.burfordcapital.com

COMPANY OVERVIEW

Burford Capital is the largest and most experienced provider of commercial finance to the legal sector in the world, with a core expertise in identifying and optimizing the value of legal assets for companies and law firms. Since its founding in 2009, Burford has worked with hundreds of law firms and corporations, including 93 of the AmLaw 100 and 89 of the Global 100 largest law firms. Our team has grown from five people at the end of 2009 to over 130 people today, including some 60 lawyers.

Burford possesses the resources and expertise of a large company but retains the flexibility and creativity of a startup. Team members are smart, ambitious, collaborative, curious and confident. Everyone rolls up their sleeves to perform and engage collectively for the overall success of the business. Burford values rigorous thinking, clear communication and efficient execution.

Burford pays base salaries consistent with the financial services industry and favors incentive compensation to reward performance.

POSITION REQUIREMENTS

Burford is looking for a Marketing Technology Intern with a desire to acquire skills in the key programs that drive digital marketing as well as experience in executing digital marketing programs. This is a unique opportunity for a technical-minded person to gain exposure to two of the biggest players in marketing technology (Pardot & SFDC) along with an understanding how a marketing technology ecosystem works together and passes data that facilitates both measuring and meeting the goals of a marketing team.

Although we seek a full-time summer intern in the New York metropolitan area to work for 10-12 weeks, we welcome candidates that are willing to transition into a part-time intern when the school year starts again in the fall.

Responsibilities

- Code HTML/CSS emails, utilizing and optimizing existing code
- Analyze and report on email performance and deliverability to broader team
- Ensure highest email delivery possible by constantly monitoring and amending delivery issues as they arise
- Build basic forms and workflows to support lead acquisition
- Assist with report building in SFDC/Google Analytics

SKILLS DESIRED

Qualifications & experience

- Currently pursuing a bachelor's degree in the business, marketing or computer science
- Familiarity with HTML, CSS, JavaScript, and SQL, or desire to learn
- Comfortable with Microsoft Office, especially Excel

Core competencies & skills / Personal attributes & fit

- Competencies and skills
 - Keen attention to detail
 - Tech-savvy & analytical
 - Strong written & verbal communication skills
- Values, personal style and character attributes
 - Adept at creative problem solving
 - Interest in marketing technology
 - Curiosity, desire to learn and work hands-on

SUMMARY

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Chicago
Washington
Singapore
Sydney

an understanding how a marketing technology ecosystem works together and passes data that facilitates both measuring and meeting the goals of a marketing team.

This role will provide opportunities to develop and use a variety of skills, including technical and creative problem solving skills that are essential in business to business marketing. On a day-to-day basis, this person will use HTML, CSS, and JavaScript to create and optimize business to business marketing assets, and they will leverage a basic understanding of SQL to build lists and workflows from simple and complex criteria.

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