



## Burford Capital Marketing Summer Intern New York City

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, Sydney, Hong Kong and Dubai.

Burford is seeking a Marketing Summer Intern. The intern will be involved in a wide variety of areas within the marketing team, with a special focus on providing support for the company's planned relaunch of its website. The intern will gain hands-on experience in digital marketing and creative tasks, including preparing creative assets, reviewing and revising content and providing other needed support to the marketing team.

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

[www.burfordcapital.com](http://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 135 people today, including some 60 lawyers.

Burford possesses the resources and expertise of a large company while retaining the flexibility and creativity of a startup. Team members are smart, creative, 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 Capital is committed to increasing diversity and maintaining an inclusive workplace culture. We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status, whether or not they have a disability.

## POSITION DESCRIPTION

The Burford marketing team is seeking a summer intern to assist with preparing for the relaunch of its website, as well as other ad hoc projects that may arise. Interns have access to tools such as Umbraco, Google Analytics, SEMrush, Google Ads, LinkedIn and Instagram. Specific tasks will include:

- Supporting our digital marketing team by making ongoing updates to existing website
- Assisting with Search Engine Optimization (SEO) ahead of website relaunch
- Planning for photoshoots in Burford's major offices
- Organizing photo library ahead of website relaunch
- Assisting in the creation of written, video and image content for website and social media platforms (LinkedIn, Instagram and Twitter)
- Assisting with designing and preparing marketing materials (including flyers, PowerPoint decks and digital assets for social media and email campaigns)
- Assisting with industry and market research
- Assisting with events (including webcasts, conferences and hosted events)
- Completing other administrative tasks as needed

## SKILLS DESIRED

### ***Qualifications & Experience***

- Rising junior or senior
- Candidate should have an outstanding academic record
- Relevant coursework or extracurricular experience

### ***Core Competencies & Skills / Personal Attributes & Fit***

- Excellent written and verbal communication skills required
- Understanding of SEO techniques and best practices
- Proficient with the use of Microsoft Office (PowerPoint, Excel)
- Previous experience with Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro) and Umbraco, WordPress or comparable CMS a plus
- Ability to quickly learn and process information
- Comfortable multitasking in a deadline-driven environment
- A collaborative working style that enables him/her to interact with team members
- High energy self-starter