

NPS 2013 Internship Marketing/Research Initiatives

Marketing Initiatives

Clear and effective writing skills required.

Social Media – Hands-on experience developing and executing social media strategies through a myriad of services that better engage the company with our prospective property clients and renters. Includes a variety of outreach campaigns to optimize use of Facebook, twitter, and LinkedIn as well as other platforms that engage with target audiences.

Publicity – Learn to write, distribute and follow-up on press releases to maximize the company's exposure with trade and consumer reporters. Includes tutorial in pitching media and marketing results, as well as opportunities to contribute to writing for blogs, online forums and other resources.

Concept Development – This catch-all category has activities that range from developing customer contests to selecting premium give-aways or writing and designing promotional materials. You name it and the marketing department does it.

Research Initiatives

Review & Analysis of Payment Industry Service Providers and Complementary Services – There are a myriad of B2B and B2C payment service providers offering programs to the multifamily housing industry. These companies have been joined by a variety of new concepts to help landlords accept more residents for an apartment lease with reduced risk of default and/or improved rent recovery options. This project entails review and analysis of leading service providers in multifamily as well as leading companies we could work with in the future in the categories of electronic wallets, alternative financial services, payment processors and multifamily platforms.

The Underbanked / Unbanked Renter – There are more than 50 million underbanked /unbanked Americans who do not utilize traditional retail banking services and who may fall under the radar of traditional credit reporting. Understanding the demographics and financial practices of these future renters is critical to understanding how we can best serve them. This project entails developing demographic profiles to debunk past stereotypes for the underbanked and illustrate the personality, financial literacy (or lack thereof) and purchasing habits of today's credit challenged renter.

Alternative Credit Reporting – Traditional tools to measure consumer credit no longer reflect the money management and credit building practices of millions of Americans. Alternative credit bureaus have evolved as a result of this phenomenon and are beginning to offer B2C services that will elevate consumer awareness of the role of credit in apartment rentals and in managing other major expenses. This project will outline the role of traditional and alternative credit bureaus and the opportunity to help credit challenged consumers to work toward improved credit standing and financial independence.

Neighborhood Pay Services (NPS) is a growth stage entrepreneurial venture with an innovative cloud-based financial service platform for recurring monthly rent payments. We are eager to find smart people to help us grow our core Rent Assurance™ platform, our prepaid card services, and our consumer credit support services. We operate with a double bottom line that emphasizes improved net operating performance for participating rental communities and progress toward improved financial independence for participating renters.

For addition information or to apply for an internship position, send resume and cover letter to resumes@npsmgt.com