Flood insurance marketing and the Hispanic American community

Project Title	Flood insurance marketing and the Hispanic American community
Project Summary	Work with the NFIP in a unique public-private partnership space and use your research skills to uncover the challenges and opportunities to market flood insurance to the largest minority in the United States. Your creativity can make a difference and help people recover faster after a disaster.
Country	United States

Project Description

The Marketing and Outreach team for the National Flood Insurance Program (NFIP) is looking for an energetic and proactive student interested in multicultural marketing in general, and the Hispanic American market for insurance in particular.

This project will include researching literature about the characteristics of the Hispanic American market and successful marketing campaigns engaging the with the various segments of the population in the digital space (online and social advertising, web and social content marketing etc.), particularly as it relates to insurance, real estate and other financial products buying decision making.

Floods are the costliest natural disasters in the United States with 90% of all natural disasters involving flooding, which makes the need for flood insurance more important than ever. The FEMA Administrator has charged NFIP staff to address this risk and close the nation’s insurance gap, doubling the number of contracts covered by flood insurance by 2022.

Hispanic people are the largest minority in the United States. Over the years, the Hispanic American population has migrated to new regions, including much of the South and the East Coast, moved into new sectors of the economy, and thus increased their buying power.

Though Hispanics are buying cars and homes at record rates, they still represent the group most underserved by the insurance industry. The percentages of Hispanics who have various kinds of insurance are significantly lower than non-Hispanic whites and other minority groups.

The Marketing and Outreach team is looking to further understand the opportunities to engage with this growing population with the goal to increase flood insurance protection for homes owned or rented by Hispanic Americans, as well as understand current challenges in the acquisition of new policies within this market.

Our small but dynamic team is committed to giving you with the opportunity to understand how a national marketing campaign is planned and executed. We will work with you to provide an experience that furthers your goals and education. We support intellectual curiosity and collaboration and we encourage you to present

your research findings to FEMA/NFIP leadership as well as other business stakeholders working in the flood insurance industry.

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Editing and proofreading
Marketing
Research
Social media management
Writing

Additional Information

To learn more about NFIP see floodsmart.gov.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Minimum professional proficiency	Minimum professional proficiency	Nice to Have