

Job Description/Recruitment Ad: SB Works Marketing Intern

An energetic, detail-oriented individual is needed for a four-month internship position whose primary role will be to execute the marketing campaign for a new nonprofit start-up supporting DC's rapidly growing small business community.

About the Organization

SB Works is a new kind of business resource center that provides affordable, high quality support services to DC's small business community. Our mission is to protect and promote the small business environment for enterprises contributing to their community's character. We offer affordable business services, co-working space, and experienced consultants for local small businesses.

About the Position

The Marketing Intern will play a crucial role in conveying the value of SB Works' services to its target audience and the surrounding community. This position reports directly to the Executive Director and relies on the strategic direction of the management team.

Duties and responsibilities will include:

- Managing the organization's social media presence
 - Implement social strategy to manage organizational presence on Twitter, Facebook, and LinkedIn
 - Create and disseminate valuable content for the target audience
- Oversee blog editorial calendar
 - Implement schedule and strategy for SB Works' blog, including contributions from staff, board, and advisor network
 - Write and edit posts as necessary
- Maintain and promote internal and community events
 - Ensure accurate listing of events run by SB Works and its partner organizations for the organization's website, liaising with partner organizations to cross-promote
 - Support SB Works events including pre-event promotion, social coverage, and other duties
- Launch email marketing initiative
 - Implement email marketing strategy as developed by management team
 - Develop necessary templates, lists, forms, and procedures in MailChimp
 - Ensure delivery of timely, valuable email campaigns to various audiences
- Support media/press engagement
 - Create and disseminate press releases for relevant organizational milestones
 - Develop media contact list and relationship management tools
- Other related duties as assigned

Qualifications

- Excellent written and oral communication skills and attention to detail
- Demonstrated ability to organize and prioritize tasks, set priorities and meet deadlines – a self-starter
- Working knowledge of Microsoft Office suite, major social media applications, and MailChimp
- Desire to learn more about marketing, small business and community development

Hours & Schedule

The majority of the work will be conducted on location at the business center, although there are options for telework. Work hours can be flexible. Occasional weekends and or nontraditional hours approximately 2-3 times a month.

Start date is immediate. Minimum internship duration is four months, with possibility for extensions.

Compensation

This is a part-time (15-20 hours/week), four-month contract position with stipend based on duration. Possibility for earning academic credit.