

INTERNSHIP

NYC BUSINESS SOLUTIONS MARKETING INTERN

AGENCY DESCRIPTION:

The New York City Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York's small businesses and commercial districts. SBS makes it easier for companies in New York City to start, operate, and expand by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce. With a staff of 300 employees and a budget of \$190 million, SBS is quickly becoming one of the most respected and dynamic agencies in the City. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

Unit Description:

NYC Business Solutions is a suite of services provided by the New York City Department of Small Business Services. Services include:

- Business Courses to teach you skills to reach business goals
- Legal Review of Contracts and Leases with our network of lawyers offering pro-bono services
- Navigating Government to help you understand regulations and meet requirements for your business
- Financing Assistance to help you identify lenders, package your loan application and increase your chance of receiving a loan
- Recruitment Services provides access to a ready pool of pre-screened job candidates
- Selling to Government Services that provides access to government contracts
- Training Funds to improve the skills of entry-level employees and increase the quality of business operations
- Incentives to save you money as your business relocates, expands, or makes capital improvements

NYC Business Express is a one-stop, online tool that provides all of the license, permit, tax and incentive information needed to do business in New York City.

INTERNSHIP RESPONSIBILITIES:

The intern will serve as the project manager for the Division of Business Development's social media marketing initiative. The aim of the project is to expand current marketing efforts to include social media marketing. In order to achieve these aims, the intern will be expected to:

- Research, analyze and develop recommendations for using social media marketing (facebook, twitter, etc.) to increase NYC Business Express and NYC Business Solutions customer base
- Develop implementation plan for social media marketing strategy for the Division
- Lead implementation of social media marketing strategy
- Develop ongoing maintenance plan for maintaining social media marketing efforts.
- Assist with other marketing efforts for NYC Business Express and NYC Business Solutions

QUALIFICATIONS/SPECIAL SKILLS/ AREA OF STUDY:

- Knowledge of social media strategies and other online marketing tactics.
- Experience developing social media strategies a plus.
- Knowledge of marketing communications.
- Business to business marketing knowledge a plus
- Proven analytical, written and oral communication skills
- Proficient with basic Microsoft Office Applications, including MS Excel, MS PowerPoint
- Graduate degree or graduate student preferred but not required.

This is a paid internship

Please note you must be enrolled in an accredited college/university to qualify for this internship.

To apply, **please email** your resume and cover letter including the following subject line:

Business Solutions Marketing Internship to: careers@sbs.nyc.gov

If you do not have access to email, please mail a cover letter & resume to:
NYC Department of Small Business Services Human Resources Unit
110 William Street New York, New York 10038

NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.