

SUMMER INTERNSHIP:

Executive – Marketing Assistant

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, jobseekers 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. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

Job Description:

NYC Business Solutions is a set of services that help businesses start, operate and expand in New York City. Regardless of the size or stage of a business, NYC Business Solutions can help meet the needs of entrepreneurs and business owners. **Workforce1** connects employers to a skilled workforce and provide training and placement services to the City's adult workforce.

The marketing assistant will work directly with the marketing managers on a variety of projects to support the marketing goals of NYC Business Solutions and Workforce1. Applicants will be required to perform the following responsibilities:

- Assist managers with preparing performance reports
- Assist with the planning, development and execution of strategic marketing plans
- Develop and identify opportunities to utilize success stories
- Develop and manage social media content for both brands
- Develop story ideas for Workforce1 and NYC Business Solutions Blogs
- Edit Career Bulletin job postings
- Identify new marketing opportunities to increase visibility for the NYC Business Solutions and Workforce1 brands
- Manually pull email addresses from Twitter followers for Career Bulletin email integration
- Market research and analyses
- Write, edit, and proof marketing materials

Qualifications:

- Creative thinker and pro-active problem solver
- Excellent interpersonal skills and the ability to work well with staff from various positions and levels of seniority throughout the agency and in the field
- Experience in data gathering, qualitative and quantitative research and analysis, project management, and program evaluation
- Hands-on marketing experience or marketing training at the undergraduate or graduate level
- Proficiency in MS Office, including Excel and PowerPoint
- Proficient social media skills
- Proven ability to work well independently and in a team setting
- Strong organizational skills and the ability to balance multiple deadline-driven projects
- Superior writing and communications skills (Those who are asked to come in for an interview must be able to provide writing samples)

Preferred Skills:

- Knowledge of and/or experience working in economic development and workforce development
- Proficiency with Photoshop, Indesign, and Illustrator
- Experience with HTML and website development



How to Apply:

You must be enrolled in an accredited college/university to qualify for this internship. Candidates who are asked to come in for an interview must provide a portfolio that demonstrates a thorough understanding of design. to apply, please email your resume and cover letter including the following subject line: Exec- Marketing Assistant to: careers@sbs.nyc.gov

NOTE: Only those candidates under consideration will be contacted.