

SUMMER INTERNSHIP: Executive – Marketing and Design

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 and Design intern will work directly with the Manager of Marketing and New Media on many agency wide marketing initiatives, including NYC Business Solutions and Workforce1 assignments. Particular focus will be placed on the design and creative processes associated with each project. Responsibilities will include, but not be limited to:

- Conceptualization, design, and production of marketing materials, both in print and digital form
- Creating strong presentations, including mock-ups, of proposed marketing initiatives
- Presenting and collecting feedback on said initiatives
- Printing and mounting (when necessary) of various marketing materials
- Image and information research

Qualifications:

The Ideal Intern will have:

- Talented designer and thinker
- Strong writer and communicator
- Exhibit a positive attitude and strong interpersonal skills
- Have a high-level of craft in the presentation and mock-up of various materials
- Maintain strong attention to detail in both digital and physical applications
- Ability to understand and use individual branding guidelines
- Work fluidly with Adobe CS3 or higher including Photoshop, Illustrator, and InDesign (Dreamweaver and Flash are a plus)
- Ability to use Microsoft Office including PowerPoint, Word, Outlook, and Excel
- Have some experience or knowledge of print production
- Know the difference between Pantone, CMYK, and RGB colors (and be good as using them)
- Possess the ability to handle sensitive and confidential materials

Preferred Skills:

- Professional experience in graphic design and marketing
- Pursuing a Master's degree from an accredited college in design, marketing, or advertising
- Pursuing a Baccalaureate degree with a strong design portfolio



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 and Design to: careers@sbs.nyc.gov

NOTE: Only those candidates under consideration will be contacted.