

SUMMER INTERNSHIP:

Strategy & Marketing Intern, Workforce Development Division

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:

SBS implements workforce development programs in the five boroughs through a partner-based system. Workforce1 attracts, prepares, and connects qualified job candidates to job opportunities in New York City. Workforce1's services are delivered through a network of Workforce1 Career Centers located throughout all the City's five boroughs. At each Workforce1 Career Center, NYC Business Solutions sales teams connect employers with free recruitment, training services, and job matching services to help them fill their open positions.

The Workforce Development Division (WDD), which facilitates Workforce1 services, is reviewing its current organizational strategy and developing its future strategy. WDD is seeking a Strategy & Marketing Intern to support the division's strategy development.

The Strategy & Marketing unit is responsible for putting forth a series of strategy recommendations for Workforce Development in the City of New York. The Strategy & Marketing Intern will report directly to WDD's Executive Director of Strategy & Marketing.

The Strategy & Marketing Intern will be required to perform the following responsibilities:

- Conduct market research (including but not limited to: literature review, e-research, interviews, focus groups, surveys)
- Assist with an internal situation assessment (including, but not limited to: interviews, focus groups, surveys)
- Conduct economic impact analysis for workforce-related initiatives
- Develop technical content (including, but not limited to: competitor analysis, market trend analysis)
- Support and collaborate on the development of recommendations to senior agency/City leadership

Qualifications:

- Experience in data gathering, qualitative and quantitative research and analysis, and program evaluation
- Ability to prepare deliverables based on quantitative analysis
- Ability to organize, drive and manage projects to timely completion
- Strong analytical and communication skills
- Strong critical thinking skills
- Solid understanding of strategy and strategic planning
- Proficiency in MS Office, including Excel and PowerPoint

Preferred Skills:

- Previous strategy/management consulting experience a plus
- Knowledge of workforce development a plus
- Currently pursuing a Master in Business Administration, Public Policy, Public Administration, or other similar/related fields

The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.



How to Apply:

You must be enrolled in an accredited college/university to qualify for this internship.

TO APPLY:

To apply for consideration, please send a cover letter and resume referencing the title of this position in your cover letter, to: Strategy & Marketing Intern