



Intern – Marketing & Special Projects 2019

Position Announcement | **Intern – Marketing & Special Projects**

POSITION DESCRIPTION

Main Street Launch is a small business lender and business development organization seeking an Intern – Marketing & Special Projects. Reporting to the Vice President – Marketing & Executive Projects, the role supports both the organization in a variety of marketing activities. This position will help share the story of our clients and work both internally and externally. Main Street Launch is a Community Development Financial Institution (CDFI) based in Oakland, CA that has provided business advisory services and loan capital in the Bay Area for since 1979.

Position Responsibilities:

Responsible for supporting the organization's marketing efforts. Other projects that fall under this department may arise:

Marketing

- Create social media content for our various channels (Twitter, Facebook, LinkedIn, Instagram).
- Produce a monthly report of analytics data to evaluate our social media strategy.
- Brainstorm relevant topics for our blog, and write posts to include on our website each week.
- Support our 40th Anniversary campaign activities, both online and through events/event support.
- Produce a list of upcoming events relevant for entrepreneurs for our website and social media channels.
- Produce profiles of our clients through interviews and write-ups for our website.
- Support efforts to refine and enhance our messaging and communications strategies.
- Other projects as assigned.

BENEFITS

This is an excellent opportunity for a motivated recent graduate with strong analytical skills who wants to learn how Community Development Financial Institutions work by participating in key initiatives of a rapidly growing organization.

- Learn and apply skills to work in the field of small business finance, with an innovative and established CDFI that is empowering entrepreneurs.
- Learn and apply skills in marketing, including market research and product design.
- Gain valuable knowledge about small business lending and business support services, and will be instrumental in furthering the mission of Main Street Launch.
- Build organizational capacity by contributing to systems that allow us to share impact information with funders and the public.

QUALIFICATIONS

- Passion for economic development and empowering entrepreneurs, *required*.
- Experience working with a variety of stakeholders and diverse groups (experience working with clients or program recipients is a plus).
- Demonstrated experience conducting business by phone.



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- Experience in any of the following is a plus: marketing, branding, market research, and/or program evaluation (relevant student experiences may satisfy this requirement).

KNOWLEDGE, SKILLS, AND ABILITIES

- Software proficiency including Microsoft Word, PowerPoint, and Excel.
- Adept at learning to use new software; very comfortable with technology.
- Familiarity with the Adobe Creative Cloud Suite is a plus but not required.
- Excellent verbal and written communication skills.
- Superb attention to detail.
- Strong time management ability.
- Self-starter who can work with minimal supervision and be comfortable in an evolving nonprofit environment.
- Ability to work with diverse groups, especially small business owners.
- Comfortable meeting deadlines in a fast-paced setting.
- Web management experience is a plus but not required.
- Experience using Salesforce (an online CRM system) is a plus but not required.
- Second language proficiency (English/Spanish, English/Cantonese, English/Mandarin, or English/Vietnamese) is strongly desired.

ENVIRONMENTAL CONDITIONS

The work environment characteristics and physical effort described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Typically works in an office with adequate lighting and ventilation and normal range of temperature and noise level. Work assignments are diversified and may cause stress in meeting tight deadlines with scheduling requirements. The physical requirements of the job are for employees to talk, hear, bend/stoop, sitting, standing, and/or walking for up to 8 hours per day. Furthermore, the job requires employees to lift/carry/push or pull up to 15 pounds with or without assistance.

ABOUT US

Since 1979 we have empowered small business owners in the Bay Area, beginning in Oakland and expanding to serve San Francisco and veteran-owned businesses in California. Through our core services we help small businesses expand in size, increase their profits, and reach their goals. We are honored to work with successful, innovative, and community-oriented entrepreneurs. We believe in the power of entrepreneurship to transform lives and communities. In the last 10 years we closed 742 loans that totaled more than \$63.3 million. Our clients have created thousands of new jobs. Our clients have created thousands of new jobs in the Bay Area. Our vision is to empower small business owners to succeed, transforming their lives and helping our communities thrive.

MAIN STREET LAUNCH SUPPORT

Main Street Launch will endeavor to provide the intern with outside opportunities as they arise to learn more about the organization and the field, including networking and meeting with other organizations in the field.

DURATION AND TIMING



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This position will be structured as a full-time, paid three month internship. Compensation will be between \$16 and \$18 per hour, depending on experience. The internship may be extended up to three additional months by mutual agreement. Ideally, this role will begin sometime in January 2019.

LOCATION AND HOURS

Monday-Friday, 9 AM to 5:30 PM, at Main Street Launch's office in Downtown Oakland.

How to Apply:

Qualified candidates must submit a resume and cover letter highlighting their relevant experience to careers@mainstreetlaunch.org with "Intern – Marketing & Special Projects" in the email subject line.

Main Street Launch will consider for employment qualified applicants with criminal histories in a manner consistent with the requirements of the San Francisco Fair Chance Ordinance.