

Business Management Assistance Lab & Research Analyst/Intern – Multiple Positions

The Wisconsin Small Business Development Center at UW-La Crosse (SBDC) seeks student(s)(multiple positions likely available) to provide support for a range of program activity at a local business incubator (Coulee Region Business Center (CRBC)) and client consulting support, research and business related projects. This position will be responsible for providing support at a regional business incubator located in La Crosse, WI and client support services. ***Experience and/or interest in financial management, marketing/digital marketing and/or operational management is a plus.*** Students may lead and/or help plan, promote and implement the Business Management Assistance Lab/Clinic as well as other training programs. This position will provide assistance with client consulting with an emphasis on incubation tenants, including instructional, financial, marketing, project management, and other business support.

Responsibilities:

- Maintain positive and professional interactions with clients and stakeholders;
- Provide support and assist in the design and implementation of business outreach and training programs;
- Enter, analyze and develop data, assist in reporting data and support efforts to implement program activities;
- Provide direct support at the assigned business location (e.g., a local business incubator) to assist with the location's activities and its program participants;
- Assist and communicate with program participants and stakeholders concerning program activities and logistics;
- Provide support in one or more of the areas of financial, marketing, and/or operational management with the local incubator and program participants;
- Assist in quantitative and qualitative primary data collection, e.g., client interviews, focus groups and surveys;
- Assist with design and implementation of financial, marketing/digital marketing, and/or operational strategies;
- Conduct market and other research using Internet and traditional searches;
- Document location support, client support, and other services performed;
- Communicate effectively with College of Business Administration (CBA), SBDC staff, and program members; and
- Other duties as may be assigned.

Desired Skills, Interests, and Experience:

- Student at UW-La Crosse working toward a bachelor or graduate degree in business or field related to position;
- Ability to manage complex project calendar and assist team members with meeting deadlines;
- Desire to support business incubation activities and interest in working with businesses;
- Familiarity with one or more of the following: financial, marketing/digital marketing, operations management;
- Demonstrated understanding of quantitative and qualitative research methods;
- Excellent customer service skills;
- Strong written and oral communication and interpersonal skills;
- Ability to work in teams and independently;
- Detail oriented with ability to enter data accurately and in a timely manner; and
- Self-starter and reliable with good work ethic.

Compensation and Time Period: *These positions provide experience opportunities suitable for students interested in applying their knowledge and skills to real life situations.* This position is a paid position (\$10-\$14 per hour range), with duties commencing in January 2023 (approximately 10 hours per week as scheduled between the SBDC and student). This position may continue in the summer 2023 (hours TBD) and for the academic year (2023-2024) based on student and funding availability. The weekly commitment is approximate. To the extent feasible, efforts will be made to schedule work hours around the student's class schedule and other commitments. However, students will need to commit to scheduled "onsite" hours at an assigned location. Upon request and subject to course requirements, this opportunity may be combined with other coursework or independent study. **Submit your contact information, resume, general availability from January-May 2023, and area(s) of interest (financial, marketing, and/or operations) to sbdc@uwlax.edu by January 5, 2023 for full consideration. If you have questions, email us at sbdc@uwlax.edu.**