

## **Student Business Outreach Intern (SBDC) – Program Outreach and Marketing Support – Multiple Positions**

The Wisconsin Small Business Development Center at UW-La Crosse ("SBDC") seeks student intern(s) (multiple positions are expected to be available) to support a range of program activity support, client consulting, research and business outreach projects. This position will be responsible for providing direct business support services, collecting/managing data, conducting research and assisting with the implementation of SBDC business outreach and program activities. Students will primarily assist with the *UWL SBDC Digital Marketing and Website Development Training Programs*, by providing direct assistance to program participants with instruction, website development, digital and marketing/business support. Experience and/or coursework in marketing, digital marketing, or website development is a plus.

### Responsibilities:

- Maintain positive and professional interactions with clients and stakeholders;
- Provide support and assist in the design, logistics, and implementation of outreach and training programs;
- Assist and communicate with program participants to provide general business support, marketing, website development, search engine optimization, and deploy social media content and campaigns;
- Assist with the design and implementation of digital and social media marketing strategies;
- Assist in quantitative and qualitative primary data collection, e.g., client interviews, focus groups and surveys;
- Conduct market and other research using Internet and traditional searches;
- Enter, analyze and develop data, assist in reporting data and support to implement SBDC activities;
- Document program participant support and other services performed;
- Communicate effectively with SBDC staff, stakeholders, program participants, and project team members; and
- Other duties as may be assigned.

### Desired Skills and Experience:

- Working toward a bachelor or graduate degree in business, communications or related field;
- Ability to manage complex project calendar and assist team members with meeting deadlines;
- Interest in working with businesses, outreach, program and marketing related activities;
- Desire to assist in the development of capabilities that enable and enhance web based client interactions;
- Familiarity and/or interest in digital and social media marketing strategies; website development a plus;
- Understanding of quantitative and qualitative research methods;
- Ability to create program materials, support online registration system, and promote training programs;
- 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: The position is a paid position (\$12-\$14 per hour range), with duties commencing in September 2023 (approximately 10-12 hours per week as scheduled between the SBDC and student). The weekly commitment is approximate. Ideally, the student would be able to continue to support businesses in the spring of 2024. Selected students should plan to complete the SBDC's "*Digital Marketing and Business Communications*" training program in and about September 2023. The training will provide students with skills to support website development, digital marketing and business communications. It is provided at no cost to the student. Students will be paid to attend the program and will receive recognition for its completion. To the extent feasible, efforts will be made to schedule work hours around the student's class schedule and other commitments. Upon request and subject to course requirements, this opportunity may be combined with other coursework, an internship, or independent study. These positions provide experience opportunities suitable for students interested in applying their knowledge and skills to real life situations.

**Submit your contact information, a resume, and general availability to work during the Fall of 2023 to [sbdc@uwlax.edu](mailto:sbdc@uwlax.edu) by September 14, 2023. If you have questions, email us at [sbdc@uwlax.edu](mailto:sbdc@uwlax.edu).**