

Student Business Intern (SBDC) – Program Outreach, DM Lab and Marketing Support – Multiple Positions

The Wisconsin Small Business Development Center at UW-La Crosse ("SBDC") seeks Student Intern(s) (multiple positions likely available) to provide support for a range of program activity and client consulting support, research and business outreach projects. This position will be responsible for providing client support services, collecting and managing data, conducting research and assisting with the implementation of SBDC business outreach and program activities. Experience and/or interest in digital marketing and social media is a plus. Students also may lead and/or help plan, promote and implement the ***UWL Digital Marketing and Brand Development Labs*** as well as other training programs. This position will provide assistance with client consulting providing instructional, marketing project and other business support for area businesses.

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 SBDC activities;
- Assist and communicate with program participants and stakeholders concerning program activities and logistics;
- Provide support and help direct marketing, web based and social media interaction with program participants;
- Assist in quantitative and qualitative primary data collection, e.g., client interviews, focus groups and surveys;
- Assist with design and implementation of digital and social media marketing strategies;
- Assist clients with business support, marketing, web development and social media content and campaigns;
- Conduct market and other research using Internet and traditional searches;
- Document client support and other services performed;
- Communicate effectively with College of Business Administration ("CBA"), SBDC staff and project team members;
- 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/or 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;
- Demonstrated 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: This position is a paid position (\$12-\$14 per hour range), with duties commencing in May 2022 (16-32 hours per week as scheduled between the SBDC and student). Ideally, the student is available in May 2022 to gain insight from current student interns and will be available to work on in the summer of 2022 as part of the UWL Digital Marketing Lab. This position may continue with about 10-12 hours per week for the academic year (2022-2023) 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. Upon request and subject to course requirements, this opportunity may be combined with other coursework 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 and resume to sbdc@uwlax.edu by May 24, 2022 for full consideration. If you have questions, email us at sbdc@uwlax.edu.*