



WV WOMEN'S
BUSINESS
CENTER

Position Description

TITLE: Marketing and Outreach Intern

LINE OF BUSINESS/DIVISION: Partner Community Capital/West Virginia Women's Business Center

FLSA STATUS: Non-Exempt

REPORTS TO: Executive Director, West Virginia Women's Business Center

NUMBER OF POSITIONS REPORTING TO THIS POSITION: 0

LOCATION: Charleston, Huntington, or Morgantown, WV; remote work will be considered

The West Virginia Women's Business Center (WV WBC), a program of Partner Community Capital (PCAP) is part of a national network of 142 WBCs that offer one-on-one counseling, training, networking, workshops, technical assistance, and mentoring to women entrepreneurs on numerous business development topics, including business startup, financial management, marketing, and procurement. These Centers, in Charleston and Morgantown, are focused on understanding and serving the unique conditions facing women and minority small business owners and start-ups in all geographic regions and industry sectors across the state. This project will advance the WBC's mission by focusing on traditionally under-resourced communities, encouraging diversity, equity and inclusion in various industries targeted by the WBC.

This paid internship is available for ten weeks during the summer of 2022; the specific dates for the position are flexible. Rate of pay is \$19.00/hour.

Must have received or be willing to receive the COVID-19 vaccination by date of hire to be considered. Proof of vaccination required.

POSITION SUMMARY

To advance the WBC's mission to support women and minority-owned small businesses in West Virginia, the intern will work to research and develop appropriate and effective communication and outreach strategies to raise awareness of WBC and PCAP services and how to access those services within these market segments. Emphasis will be on working with and supporting women of color. If time allows, intern will begin execution of marketing/communication strategies in select markets, including a digital social media narrative across various platforms to elevate our strategy among local, state, and federal partners to generate business opportunities, and build a network of resources.

This project aims to uncover best strategies for reaching minority markets who can benefit from support and opportunity advancement in a variety of targeted sectors: Tourism and recreation, wellness (health, childcare, eldercare) and related industries, as well as wrap-around products and services that make for whole, thriving communities. The right candidate can support our communication and outreach efforts to help us better serve Black communities. The intern will have the opportunity to work with a woman-owned marketing agency, the Director of the Women's Business Center, and various partners of the WBC to not only develop skills, but to contribute to an actionable plan that will benefit communities of color in West Virginia.

RESPONSIBILITIES & SCOPE

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions. The intern will assist in developing a communication and outreach strategy to engage and support women and communities of color to better provide small business support.

Specific deliverables include:

- Research and assess existing women and minority small business ownership in WV, identifying patterns in geographic regions and industry sectors. Use information from previous research firm to inform direction and focus.
- Outreach to focus groups, particularly women of color, to assess needs and develop engagement strategy
- Project management – strategy development, communication, and coordination among all project partners.
- Written outreach and communication plan – working with WBC’s outside marketing agency, HBCU partner, and other key groups, the intern will develop written recommendations to help the WBC best support the targeted communities.
- If time allows, begin implementation of the plan.

MINIMUM QUALIFICATIONS

- Undergraduate or graduate student, currently enrolled in or graduating from an accredited college or university with a minimum of two years completed course work.
- Strong interest in/awareness of women and minority issues in business.
- Strong interest in education and communication training related to effective outreach to historically underserved communities.
- Strong skills and previous experiences related to project management.
- Effective verbal and written communications with both individuals and groups.
- Ideal for majors in communication, journalism, tourism/recreation/hospitality, minority studies, women and gender studies, marketing, entrepreneurship or business. All majors encouraged to apply.

PREFERRED KNOWLEDGE, SKILLS & EXPERIENCE

- A minimum GPA of 2.5 on a 4.0-point scale preferred.
- Research skills and proficiency in Microsoft Office preferred.

WORK ENVIRONMENT

- Work is performed primarily in an office setting.
- Estimated travel – 10%.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time, with or without notice.

To learn more about the WV Women's Business Center, visit www.wvwomen.org or www.partnercapital.org to learn about Partner Community Capital.

Qualified candidates should email resume and cover letter to: nora@wvwomen.org

Partner Community Capital™ is an Equal Opportunity Employer that fully and actively supports equal access for all people regardless of Race, Color, Religion, Gender, Age, National Origin, Veteran Status, Disability, Genetic Information or Testing, Family and Medical Leave status, Sexual Orientation and Gender Identity or Expression. PCAP prohibits retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or participate in the investigation of any complaint, or otherwise oppose discrimination.

