

Business Services Intern

Northern Initiatives, Northern Initiatives (NI) is a non-profit Community Development Financial Institution that provides access to capital, information and markets to advance and connect small businesses and their communities. Northern Initiatives supports entrepreneurs, business, manufacturing firms, banks, educational institutions, and non-profit organizations in a common effort to strengthen the economy of Michigan and Northeastern Wisconsin.

To learn more about Northern Initiatives visit www.northerninitiatives.org or find us on [Facebook](#).

Position Summary

As a Business Services Intern your work will center on assisting the Business Services team at Northern Initiatives' office on the campus of Northern Michigan University. Northern Initiatives Business Services strengthen small business owner's ability to launch and grow a successful business.

The intern will have significant learning opportunities on day-to-day projects and gain exposure to the money, marketing, and management skills necessary to small business survival and success.

Key duties would include:

Customer Training Resource Development

- Research relevant content to be added to our Business Services offerings. Content will focus on money, marketing, and management practices related to small business.
- Format presentations, guides, and other resources to brand standards.
- Work with a team of interns to ensure content remains fresh and relevant for business owners.

Customer Project Support

- Draft, edit, and review promotional content as required.
- Develop content for website and social media use.
- Analyze and develop online marketing strategies using keywords, search engine optimization, social networking, and analytics.

Outreach/Communication Support

- Support targeted customer communication efforts. Communications encourage increased visits to our online business portal, boost service engagement levels, and inspire business owners' adoption of best practices.
- Support press releases and customer story development efforts. Website and Social Media administration and support as needed.
- Gather and summarize traffic analysis.
- Other writing projects as assigned.

Qualifications

- Student must be currently enrolled at NMU. A grade point average of 3.0 or higher is preferred.
- Strong written and oral communication skills, ability to manage multiple projects at a time, self-motivated, and experience working with and/or managing a team.
- Proficiency in Microsoft Office software products.
- Working knowledge of Adobe Photoshop or Illustrator is desired, but not required.
- Junior or Senior Undergraduate or Master's Degree Student, or comparable experience preferred.
- Students majoring in marketing, communications, public relations, or business (master) preferred.
- Work study preferred, but not required.

Expectations

- Maintain professionalism and confidentiality at all times and exhibit a high quality of competence in carrying out duties.
- Work on multiple projects at one time, maintaining flexibility and patience in balancing work assignments.
- Observe safety, health, and sanitation codes, as well as regulations, policies, and practices required by Northern Initiatives.
- Exhibit willingness to work as part of a team.

Wage and Other Information

- Wage for this internship is \$10.61 per hour.
- It is expected that the position will require the student to work approximately 15-20 hours per week during the fall and winter semesters and up to 30 hours per week during the summer semester.
- The position can be used as internship credit, which is to be setup by the student and department. This is optional and not a requirement for the position.
- Northern Initiatives is located on NMU's Campus in the Jacobetti Complex.

Interested students should submit an application, resume, and at least 2 references to Northern Initiatives, Marquette, MI 49855. All positions will be located at the Northern Initiatives' office, Suite 202, Jacobetti Complex, Northern Michigan University.

The application can be downloaded at: <http://www.northerninitiatives.org/internships>.

Send application packets c/o:
Christine Rector
crector@northerninitiatives.org