

# Capital Region SBDC

## **INTERN DESCRIPTION:**

The Capital Region SBDC focuses on 7 surrounding counties – Yolo, Placer, Sacramento, El Dorado, Yuba, Sutter, and Colusa counties. We are looking for an outgoing, mature, and great communicator to assist in workshop management and marketing communications of the workshops. Intern to investigate online analytics to help recommend partners to advertise our workshops. Intern will scan, collect all relevant workshops, courses offered within the Sacramento region to fully understand all the entrepreneur workshops within our region. Intern will report to our Director of the Capital Region SBDC and work closely with the team.

**LOCATION:** One Capitol Mall, Suite 700 Sacramento, CA 95814

## **RESPONSIBILITIES:**

- Workshop management activities include looking at the summer months and pro-actively send registration links, workshop info, instructor profiles to our marketing team for inclusion in advertising. Intern can help provide thoughts on different avenues to advertise. Assist as needed with workshop logistics, presentations, copies, in-take and registration signup sheets.
- Investigate google analytics for our workshops – or work with the team to understand google analytics (so intern does not need to know how to gather analytics). Work with marketing and data team here to analyze client data.
- Research and prepare a presentation of the regions workshops – key organizations, what organizations present what topics, and provide a recommendation on how we utilize, partner or offer workshops that continue to be unique and effective.
- Office activities as needed and required to keep our small business moving forward.

## **REQUIREMENTS:**

- Ability to communicate clearly and succinctly in verbal presentations and written communication.
- Work with a diverse set of co-workers across two to three organizations – Sacramento Metro Chamber, and World Trade Center.
- Detailed oriented and willing to follow up with other organizations to get more info beyond their company websites.
- Knowledge of social media and MS office suite is good.
- Understanding Google analytics is preferred but not required.
- Able to work with minimum supervision with a clear understanding of the task or end goal of each project.