



## POSITION ANNOUNCEMENT: MARKETING INTERN, IMPACT MANAGEMENT ACADEMY

### SPRING 2021

The Impact Management Academy is a start-up initiative that builds upon SVT Group's longtime commitment to capacity building. The purpose and mission of the Academy is to make the impact management skills that are relevant to careers in the impact economy easier to identify and gain, based on our conviction that impact measurement and management is at the center of the 21<sup>st</sup> century economy. In addition to the Academy as a resource for current and aspiring professionals, it is also a platform where impact management content creators and industry leaders will converge to build consensus and momentum.

SVT seeks a Spring Marketing Intern to assist with a variety of tasks in support of the launch of the Impact Management Academy. The duration of the internship is 6 months, and is open to undergraduate students with an interest and some training in marketing, to MBA and other graduate students studying related fields, and/or to individuals with at 1 to 3 years of relevant work experience. The position is fairly flexible and responsibilities will be adjusted for prior experience. We will approve school credit where appropriate.

### Goals

Our goals for the intern are that they will:

- 1) Gain an overall understanding of the basics of impact measurement, management and reporting, and of the analysis of extra-financial value;
- 2) Gain familiarity with the motivations of a variety of end-users for doing this impact measurement, management and reporting;
- 3) Gain insight into the market for this service and the field as a whole; and
- 4) Develop real-world experience working in an entrepreneurial business environment on marketing, operations management and other projects.

The Impact Management Academy's goals for the internship are to:

- 1) Obtain practical assistance with a variety of marketing, operations, communications, web and other projects;
- 2) Grow the audience and customer base for the Impact Management Academy;
- 3) Identify and attract the attention of potential customers for our advisory services via our newsletter and social media and web presence; and
- 4) Help individuals who are interested in social and environmental impact measurement and management to more quickly and easily acquire the skills that will help them succeed in their careers.

## **Description of work**

The IMA Marketing Internship will involve assisting Impact Management Academy co-founders Sara Olsen and Yuwei Shi in several areas which chiefly include: online communications and social media; website content updates; marketing and press relations; and administrative support to these efforts. While the Impact Management Academy cannot guarantee the specific nature of projects, we make every effort to ensure the intern experience yields both learning and adds practical value to the Academy. Tasks will depend upon the intern's skills, qualifications and interests, and may include:

## **Marketing & social media strategy & implementation**

- Participate in definition and promotion of the Impact Management Academy brand
- Develop a marketing plan for the Impact Management Academy across media
- Help develop and maintain a consistent Impact Management Academy voice through all communications
- Research key media properties where IMA should have or build a presence
- Determine best path to inclusion on these sites
- Manage Google Adwords campaigns and mine them for actionable insights
- Ensure the Academy is listed on all appropriate websites, blog rolls, etc.
- Project manage marketing and communications initiatives such as upcoming course offerings, launch events, etc.
- Initiate and assist in preparation of marketing briefs
- Supply appropriate information (URLs, logos, etc.)

## **Web updates**

- Assist with selection of website platform (depending upon start date of internship)
- Using user-friendly web development tools, assist in building the Impact Management Academy website and platform

**Other Projects** TBD as needed, mutually desired

## **Work Environment**

The Impact Management Academy is a startup and the opportunity for this intern is to gain experience playing a key role in a core aspect of this startup's success. We highly value candidates who bring diverse perspectives to our work. Our core team works remotely at the moment in Silicon Valley, California and with collaborators across the country and internationally. Your location is irrelevant as long as you have reliable internet access and can get the work done, including regularly during US Pacific time zone.

## **Requirements**

*Skills and experience*

- Relevant undergrad or graduate degree (acquired or in process) or 1-3 years of related work experience
- Passion for the intersection of social, environmental and business/investment goals
- Excellent written and spoken English skills
- Strong marketing and social media skills
- Comfort with Excel and/or Google sheets, and familiarity with the basics of project management
- Attention to detail
- Desktop and web-based graphic design skills a plus
- Self-motivation
- A sense of humor

*Time:* The minimum commitment is 7 hours per week, and the intern might anticipate spending 7-12 hours per week on average. Some projects will require a frequent online presence during defined workday hours, while other projects can be done nights and weekends as determined by the intern. The internship is for a period of 6 months starting ASAP (specific dates are flexible).

*Equipment:* Interns must have their own reliable computers with Zoom functionality. The Academy cannot supply home internet access.

### **Compensation**

As the Academy is a concept-stage startup, the role is unpaid. However, the intern will be second in line for a compensated role right after our current junior volunteer team member, and if the intern and Impact Management Academy mutually agree there is a good long-term fit, there is the opportunity to take an equity stake in the enterprise. In all cases we will strive to optimize the value of the experience with recognition and networking opportunities, and to approve school credit where appropriate.

### **Expectations**

There is a possibility that upon completion of the 6 month internship this role may expand to an ongoing paid marketing role with and/or equity stake in the Impact Management Academy. That said, neither the Academy nor SVT guarantees any employment after the conclusion of the internship. Ongoing contract work or employment will be based on actual needs and whether the individual is a match, and will be evaluated by the Academy at the conclusion of the internship. We expect interns to uphold their commitment to the 6-month internship, barring major unforeseen obstacles. Upon successful completion of the internship and the delivery of high-quality work, a letter of recommendation will be written on behalf of the intern.

### **Contact**

If you believe you are a match for this internship, please submit your resume and a cover letter describing your qualifications to [jobs@svtgroup.net](mailto:jobs@svtgroup.net) with the words SPRING MARKETING INTERN - ACADEMY as part of your subject header.