



POSITION ANNOUNCEMENT: MARKETING INTERN

SPRING 2021

Social Venture Technology Group (SVT) is a Silicon Valley-headquartered impact advisory firm specializing in measurement, management and communication of social and environmental impact. SVT is a pioneer in the field, and well-positioned to advance the widespread adoption of tools that make information about impact a strategic asset to both managers and investors. We believe that when impact is systematically articulated and managed, resources will flow to those organizations that create positive impact. Our work involves strategic advisory services, capacity building, and field-building R&D.

The Impact Management Academy is a start-up initiative that builds upon SVT'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 21st 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 SVT's work overall, and the launch of the Impact Management Academy in particular. The duration of the internship is 6 months, and is open 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.

SVT'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 SVT Marketing Internship will involve assisting SVT partners Sara Olsen, David Pritchard, James Dudfield, and their Impact Management Academy colleagues Yuwei Shi and Katia Hardgrave in several areas which may include: marketing and press relations; online communications and social media; website content updates; and administrative support to all of the above. Some daily tasks will depend on the business in-house at the time of the internship. While SVT cannot guarantee the specific nature of projects, we make every effort to ensure the intern experience yields both learning and adds practical value to SVT. 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 SVT Group and Impact Management Academy brands
- Develop a marketing plan for each of SVT and the Impact Management Academy across media
- Help develop and maintain a consistent SVT voice, and separately Impact Management Academy voice, through all communications
- Research key media properties where SVT should have or build a presence
- Determine best path to inclusion on these sites
- Assist in maintaining a consistent SVT voice through all communications including newsletters, posts, etc. and participate in shaping Impact Management Academy's voice
- Manage Google Adwords campaigns and mine them for actionable insights
- Assist in developing content for and manage distribution of SVT newsletter
- Ensure SVT is listed on all appropriate websites, blog rolls, etc.
- Project manage marketing and communications initiatives
 - SVT: upcoming webinars, blog articles, new projects, etc.
 - Impact Management Academy: upcoming course offerings, launch events, etc.
- Initiate and assist in preparation of marketing briefs
- Supply appropriate information (URLs, logos, etc.)

(Continued)

Web updates

- Using highly user-friendly Squarespace tools, make basic content updates to SVT's website, including events, client lists, staff, etc.
- Using user-friendly turnkey web development tools, assist in building the Impact Management Academy website and platform.

Other Projects TBD as needed, mutually desired

Work Environment

SVT is a small but active firm working on many groundbreaking projects with clients in many countries. We are a growing business requiring an entrepreneurial spirit from our team to keep up with both client and business development demands. We work in a diverse range of fields, from environment to health to economic development and beyond, and we expect team members to bring flexibility and a diverse set of interests to bear. We work hard but believe in a good work-life balance. Our core team works remotely at the moment, from San Francisco, Milpitas and Los Angeles, California, and Milwaukee, Wisconsin.

SVT is an equal opportunity employer and values candidates who bring diverse perspectives to our work.

Requirements

Skills and experience

- 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 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

This internship can be part time or full time, depending on the availability of the intern. The minimum commitment is 5 hours per week, and the intern might anticipate spending 5-10 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. We will look for interns who can start as soon as possible (specific dates are flexible) and work for 6 months.

Equipment

Interns must have their own reliable, internet-accessible computers with Zoom functionality. Please note that SVT cannot supply home internet access. Cell/telephone accessibility is a plus but not required; having it will support greater flexibility for the intern to work from home or other locations if desired.

Compensation

Part-time interns will receive a \$500 stipend per month. We will strive to optimize recognition and networking opportunities, and approve school credit where appropriate.

Expectations

There is a possibility that this role may expand to either an ongoing paid marketing role with SVT, and/or a role with the Impact Management Academy startup. That said, SVT does not guarantee any employment after the conclusion of the internship. Any offers of ongoing contract work or employment will be based on actual staffing needs and whether the individual is a match with those needs, and will be evaluated by SVT at the conclusion of the internship. SVT expects 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 SVT's Spring Marketing Internship, please submit your resume and a cover letter describing your qualifications to jobs@svtgroup.net with the words **SPRING MARKETING INTERN** as part of your subject header.