



2017 Internship Opportunities*

***Please note:** All of our internships are unpaid, but we will work with schools to arrange for-credit internships if applicable. Successful interns will receive a letter of recommendation upon completion of internship that can be posted on LinkedIn or other appropriate site.

International Marketing Publications Internship

Who We Are

The World Trade Center Delaware is a not for profit organization that helps small and medium-sized businesses to engage in international trade through product, services and technical assistance delivery. We identify market opportunities that enable our members to respond to a wide variety of sectors, including government, private industry, nongovernmental organizations, as well as multilateral aid funders.

We also conduct readiness assessments that help our clients determine their ability to engage in international trade and prepare to do so. Through business roundtables, seminars, and one-on-one consulting, we equip companies with the knowledge and connections they need to expand in the global marketplace.

As a member of the World Trade Centers Association, we can provide resources in more than 90 countries, supported by 15,000 WTC professionals in over 320 WTCA member centers that deliver integrated, reciprocal resources around the world. This results in our members and clients being able to deliver higher quality, location and culturally specific goods, services and technical assistance, while saving time and money for the funder and beneficiary.

Outcomes:

Produce updated, interactive, electronic WTC Delaware Member Directory

Produce updated interactive, electronic State of Delaware International Business Directory

Responsibilities:

Working with WTCDE leadership to review and potentially revise existing policies and procedures for publication of the WTC Delaware Membership Directory

Working with WTCDE leadership to review and potentially revise existing policies and procedures for publication of the State of Delaware's International Business Directory

Update current WTC Delaware Membership Directory

Develop updated listing of products and services offered by WTC Delaware members

Develop updated listing of products and services offered by State of Delaware companies and organizations

Assist members and other businesses and organizations to develop company descriptions

Collect and input data categorize according to product or service sector. Such categorizations will include but not be limited to NAIC codes, product or service category, or other breakdown as necessary to make directories convenient to members, government officials, companies, suppliers, and or buyers

Assist WTC Delaware leadership in the development and implementation of integrated communications plans required for successful marketing of WTC Delaware Membership Directory
Assist WTC Delaware leadership in the development and implementation of integrated communications plans required for successful marketing of State of Delaware International Business Directory
Ensure that all Directories are reviewed and approved using an exacting quality-control system

Required Job Qualifications: (demonstrated proof of ability via course work and projects can substitute for employment)

Minimum of 1 year of marketing research and communications experience, primarily in B-to-B environments

Excellent business writing skills as evidenced by publications

Demonstrated record of creating and deploying integrated marketing plans, strategic platform development and tactical execution

Demonstrated working experience in digital marketing

Demonstrated ability to produce interactive electronic publications

Strategic thinker with solid understanding of B-to-B marketing best practices

Strong project management skills

Highly self-motivated with a strong ability to work effectively through others and interface persuasively with individuals throughout the organization, a team player

Eligibility for international students (non-U.S. citizens or permanent residents):

* World Trade Center Delaware would hire international students seeking opportunities in their field of study. (OPT and/or CPT eligible)

Required Documents:

- * Cover Letter
- * Resume

Job / Employment Type:

- * Internship / Part-Time

Duration:

- * Temporary / Seasonal

Job Location:

- * 802 N. West Street, Wilmington, DE 19801 (Remote workers are not allowed)