



## **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.

### **Web Site Improvement 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:**

Work with WTCDE leadership to upgrade and improve web site to implement integrated communications plans required for successful marketing of membership and services across multiple channels and improved click through:

- Providing web page marketing expertise, guidance, and recommendations to meet business objectives
- Develop web site improvements to drive traffic to page
- Working with WTCDE leadership and communications team, assist public relations, website content, promotions, e-marketing, social media, and collateral.
- Manage a multitude of projects within a team environment and consistently communicating project status to business leaders, and other team members,
- Understanding market trends in nonprofit service and membership organizations and their implications for marketing communications

- Ensuring that all marketing materials are reviewed and approved using an exacting quality-control system
- Investigate refer/resolve website bugs

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

- Minimum of 1 year of web development and marketing communications experience, primarily in B-to-B environments
- Demonstrated record of creating and deploying web pages that meet marketing needs, strategic platform development and tactical execution
- Demonstrated working experience in digital marketing
- Experience leading and developing web pages that integrate with email, social media and/or display advertising campaigns
- Prior experience creating websites, microsites, landing pages and web based applications is mandatory. Prior interactive advertising/marketing agency experience is preferred. This position will be hands on.
- Communications, marketing, and web development course work and/or work experience in digital marketing and web development
  - Solid understanding of the digital environment and evolving tools and platforms used to improve online presence with excellent working knowledge of social media outreach strategies.
- Advanced capabilities with Microsoft Office suite
- Skilled in the use of WebLink platform (Training videos are available)
- Proven ability to track and show campaign ROI
- 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 and team

**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 )