

SMALL BUSINESS INTERNSHIP INITIATIVE



Small Business Development Center
The University of Scranton
Helping businesses start, grow, and prosper.

INTERNSHIP OPPORTUNITY SPRING 2015

APPLY NOW!



(1) Marketing Internship

Nibbles & Bits

Scranton, Pennsylvania

www.nibblesbits.com

Deadline for Application: **March 16**

Intern in a unique and fast-growing gift shop and chocolatier business.

Put your marketing and creative skills into action, learning to create customized retail projects!

- 12-15 hours per week, 10 weeks
- Mid-Spring 2015: April – early June
- Daytime business hours, some evening

- \$8/hour
- @ 1427 Ash St., Scranton

Preferred Educational Background:

Coursework and/or practical experience in...
Business, Marketing, Communications or the Arts
Proficiency in Microsoft Office (Word, Excel), social media.

Learning Objectives:

- Learn to drive a small business brand consistently & efficiently through retained customer communication & marketing strategies;
- Describe & implement technology use/benefit in a small retail/food environment;
- Be able to explain links & observations of business & community relationships;
- Contribute to a small team environment.

Expected Projects*:

The student will grow their skills by developing projects aimed at marketing to current customer base, which may include:

- Developing holiday/30th anniversary marketing campaign strategies & schedule;
- Customer list/direct mail strategies & management;
- Using photography skills in product marketing;
- Social media scheduling, campaign preparation & analytics;
- Planning a unique event for the community, collaborating with other businesses.

Other Preferences:

- Experience with Adobe Photo Elements
- Self-starter, attention to detail
- Interest in entrepreneurship/retail focus

**All projects subject to change.*

How to Apply:

Submit Cover Letter and Resume to internships@scrantonsbdc.com. Include:

- ✓ “Nibbles & Bits Business” as email subject line
- ✓ “Nibbles & Bits Business” & how you heard of the opportunity in cover letter
- ✓ **Do not** contact Nibbles & Bits directly. You are required to follow the internship posting application process noted.