



MalamaDoe

A Coworking Community for Women

Position Title: Intern – Marketing, Public Relations, Graphic Design

Are you a female student interested in being your own boss? Ever thought of working within a micro economy across diverse industries? Eager to learn the stages of starting your own business? This internship will give you experience and exposure to entrepreneurial ventures led by women on Milwaukee's Northshore. You will be on the front line learning the processes of a startup business and follow in the steps of an entrepreneurial hub and community. You will assist women, our members, grow their businesses by performing basic tasks required to build a business.

At MalamaDoe - A Coworking Community for Women, we cater to women entrepreneurs who are taking supported and calculated risks by aiming high and looking for growth. We aim to help women use their personal and professional talents to be the best they can be. We believe that women flourish, build community and help society when they are empowered by role models and one another. MalamaDoe showcases great female role models building community one woman at a time. We inspire women to get connected professionally by branding themselves, marketing their talents, and promoting themselves and others.

And that is why we need you. Having a student join the mix allows you to help our members businesses excel like never before. We need the latest information from you to help market our members and their businesses. We are seeking assistance in Marketing & Communications, Website Development & Management, and General Business & Analytics.

Duties and Responsibilities

Duties will be associated with the coworking community as well as from our members and their businesses. The intern will report to the coworking manager performing work for the coworking community as well as for members businesses. Responsibilities include

Social Media:

Leverage our business communities on social media to expand their online presence

- Add to existing long term social media plan
- Track members to start #MemberMonday posts on social media
- Brand #ShorewoodNetworker on social media
- track and evaluate digital media analytics
- create blog topics ideas for users who promote products or services in a one-of-kind and ingenious way
- manage, post, and create content

- research prospective customers
- give reports of any research findings
- Stay up-to-date with innovative social media

Event Prep:

- Promote monthly Fireside Chats to local media using existing media list, social media, etc.
- Create flyers/posters for Fireside Chats using Canva and/or Adobe products (i.e. PhotoShop or InDesign)
- Run Fireside Chats and fine tune process
- Help run/set-up educational meetings and guest speakers
- Attend trade shows as per request

Expand our businesses offerings by

- modifying website using WordPress
- updating community databases like EventBrite, Meetup, Facebook page, and SpinGo
- performing admin work including inputting data, writing customer notes, and performing research
- training and educating members on business platforms and topics like social media, goal-setting, brand image, communication strategy, etc.

If that's not enough, there will be plenty of additional opportunities to expand your skill set and make a difference.

Desired Qualifications

We seek the following attributes

- female student
- sophomore, Junior, Senior or Graduate standing during the Fall 2018 semester
- Available by the Fall 2018 and Spring 2019 semesters.
- proficient in Apple and Microsoft Office Suites
- interest in business and community development
- multigenerational perspective
- tech savvy

We seek the following skills

- strong communication & writing skills
- creative, flexible, & a self-starter
- energetic & positive
- out of the box thinking
- openness to learn
- efficient
- willing to try anything

We seek experience in

- data entry
- publishing content and blogging
- website development in Word Press

- social media experience
 - including Facebook page development and any other social page development
 - updating, writing social media, analytics, SEO and analytics
- marketing (strategic, planning)
- project management
- researching, summarizing, and recommending solutions
- brand and business development

Demand / Time Commitment

For four months, interns will work 20 hours per week reporting to the coworking manager with dotted line responsibility to members in the space. Because our members businesses are growing, each intern will fill many roles in social media, marketing, sales, web design, and more. During their time, interns will work on a project and have their time to shine by presenting their finds at the end of the internship.

Hours/ Time Frame

- 20 hours per week
- Start date: June 1, 2018
- End date: TBD

Compensation

- 20 hours a week with a possibility of working more hours
- \$13.50 an hour paid at the end of the month. The intern will submit a bill from their own consulting firm for work performed.
- Will provide credit hours.

Value

The successful applicant will have access to our coworking space with

- a green screen wall to create their web presence
- conference and breakout rooms to meet their clients
- hot spots to work independently
- dry erase boards for brainstorming
- a television for internet streaming
- Wi-Fi connectivity for wireless internet communication.

We offer these additional core benefits

- member meetings (weekly)
- camaraderie of supportive professional business women
- Shorewood BID membership
- guest speakers
- safe space / locked building
- 24/7 access

Application

Please submit a cover letter and resume to info@MalamaDoe.com. We are an equal opportunity employer located in Shorewood, WI.

Contact Info

Sheila Long

4465 N. Oakland Ave, Suite 201

Shorewood, WI. 53211

414-491-8238

www.malamadoe.com