



Summer 2017 PAID Internship/Part-Time Opportunity

Urban Innovation21 is a public-private partnership that boosts regional economic development through 21st century innovation-driven entrepreneurship. The Pittsburgh Central Keystone Innovation Zone (PCKIZ) is a program of Urban Innovation21. The PCKIZ internship matches undergraduate and graduate students with paid internship opportunities at local start-up companies. PCKIZ internships are open to students from Community College of Allegheny County, Carlow University, Duquesne University, and Point Park University.

Intern Title: Marketing Intern

Internship Company: GoCallGo

Overview: GoCallGo is looking for a high-energy, self-motivated and enthusiastic individual to help build the Go Call Go platform. Go Call Go is a platform for consumers to speak with pre-qualified service professionals across any service, instantly. It will be offered on Alexa, Google Home, and via the web and as an application. Go Call Go is a startup. As an intern, you will get the opportunity to work with performance marketing affiliates who drive calls and advertisers who purchase calls on pay-per-call basis.

Location: Pittsburgh, PA

Tentative State Date: May 2017

Responsibilities: The Performance Marketing Intern will work closely with the Go Call Go team to build the network of providers and to manage performance marketing campaigns. The actual projects will be assigned based on needs at the time the internship begins.

- To help manage digital marketing campaigns that generate leads from both paid and organic traffic- including SEO backlink and outreach programs
- To pull analytics and generate performance reports (performance reports, click-through rates, cost per acquisition etc.)
- Assist with management of Advertiser accounts (call buyers)
- Traffic internal content, including proofreading/editing, and writing for company blog and social media
- Assist with production and maintenance of online content assets
- Support media relations and analyst relations, including conducting primary research

Qualifications:

- Ability to work in a high energy environment and multitask
- Must be currently enrolled in a bachelor's or higher degree program at an accredited institution, Junior or later years preferred, taking at least one class in the semester/quarter prior to participation in the internship program and returning to school for at least one semester upon completion of the internship program
- Must have a minimum cumulative 3.0 GPA
- Must have strong oral and written communication skills and be able to confidently interact and present information to senior leaders and executives
- Must work collaboratively with strong interpersonal and relationship building skills
- Must possess unrestricted work authorization

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Bonus of Urban Innovation21 Internship Program:

- Professional development workshops available.
- Gain access to 1 on 1 professional development advisory mentoring service.
- Opportunity to attend networking events.

Pay: \$10 an hour; 224 hour internship assignment; maximum 28 hours per week

How to Apply: If interested, please email a resume & any required documents to Joan Hilton, at jhilton@urbaninnovation21.org.

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