



Spring 2017 PAID Internship/Part-time opportunity

Urban Innovation21 is a public-private partnership that boosts regional economic development through 21st century innovation-driven entrepreneurship. Urban Innovation21 is able to provide paid internships of students from Carlow University, CCAC, Duquesne University, and Point Park University with Innovative technology companies, community-based companies, non-profits and advanced manufacturing companies.

Intern Title: Content Writer

Company: Grindwise

Description: Gridwise is a platform which empowers rideshare (Uber/Lyft/etc.) and taxi drivers by providing data-driven insights to increase their efficiency and profitability on the road. Our current primary focus is on forecasting rider demand. Drivers use our service to help them know where and when are the best times and places to drive, allowing them to effectively plan ahead as well as make better decisions on the road. More informed decision-making by drivers enables them to find more trips and earn more revenue.

Location: Pittsburgh

Tentative Start Date: January 2017

Internship Description:

Are you looking for a role as a content writer in a Pittsburgh-based startup? If so, you maybe a great fit for Gridwise, a transportation technology company. Gridwise is seeking a highly motivated individual to join us for the Spring and/or Summer of 2017. A recent participant in the Alpha Lab accelerator program in Pittsburgh, Gridwise is looking to expand its team to achieve its next set of product and business milestones. This is a great opportunity for the right intern candidate to be part of an early stage startup, gaining exposure to all aspects of the business and directly contributing to the success of the company.

Responsibilities:

- Contribute to developing a content strategy & sales copy for both social media, email, website, and blog content
- Contribute to executing the refined strategies overtime
- Write 1-2 blog posts a week that focus on engaging our users, generating new leads, boosting SEO, and providing industry or product awareness.
- Research content marketing best practices and tools to enable optimal performance of content in terms of creation, curation and metrics that should be tracked.

Experience/Skills:

- Strong written and oral communication skills
- A junior or senior in college
- Experience writing for a blog or publication
- Experience with Facebook, twitter, & instagram
- A strong desire to enable the delivery of bold, clear, and concise content
- Able to inspire action through words
- Highly experienced with writing and editing

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; 120 hour internship assignment; maximum 15 hours per week

How to Apply: If interested, please email a resume to Alyssa Boehringer, at aboehringer@urbaninnovation21.org.

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