



## 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:** Media and Communications Internship

**PCKIZ Company:** Seekahoo

**Description:** Seekahoo is a mobile marketing and relationship management platform for home improvement businesses to build lasting customer relationships, increase visibility, and generate qualified leads. Seekahoo lets small businesses showcase their work and engage with past, current and potential customers in the community all from my phone. In a matter of seconds you can build your brand, reputation and earn referrals from previous happy customers. Seekahoo is changing the way you find reliable contractors, and revolutionizing the way leads are generated for small businesses. For more information, visit us at [www.seekahoo.com](http://www.seekahoo.com).

**Location:** Two Allegheny Tower, North Side

**Tentative Start Date:** May/June 2017

**Internship Description:** Seekahoo is looking for a Media and Communications intern. We are looking for an intern to assist with our media, communication and marketing efforts. You will learn the ins and outs of our business and how to make media and communications productive part of our overall marketing efforts. This internship is an unpaid position.

Interns are expected to have experience with media on (at least) a personal level (use on a business level preferred). You must be able to think strategically and see how media (Social, Digital, Print) and communication fits into a business' marketing strategy, not just "selling" to our customers, but building long-lasting relationships by providing value to them. Interns must be able to assist in formulating new content, media and communication plans (once ample information is provided to you), and then carries them out (with our assistance). You must be able to measure and document the impact of social media, and then suggest action-steps to increase impact.

Interns will be performing the following tasks:

- Creating new content (Facebook, Twitter, Tumblr, YouTube, etc.)
- Connecting with several print and media outlets and communicating our value proposition
- Finding and engaging customers and users to follow/friend/like our business
- Writing and posting blog posts/tweets/updates, etc.
- Tracking the growth and the impact of our business
- Participating in trade shows and presenting the business to companies and customers
- Replying to comments, messages, etc.
- Report findings to the team
- Consistently learn and grow, ask pertinent questions

Skills and attributes interns are expected to have:

- High energy and very enthusiastic individual
- Excellent written and verbal communication, strong editing skills
- Be creative with an eye for design
- Ability to develop a detailed and professional marketing plan
- Knowledge of software – Photoshop, Mail Chimp, Google Analytics, video editing software – is a plus

Urban Innovation21

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- Knowledge of social media – Facebook, Twitter, LinkedIn, Tumblr, blogs, etc.
- Willingness to create video blogs, write press releases, and Facebook posts daily
- Energy, with a desire to come up with fresh ideas on how to grow our online presence
- Ability to identify a target market and “speak” to that consumer through social media
- Experience proofreading and editing
- Ability to deal with uncertainty
- Ability to contribute individually, and participate in cross-functional teams

**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 to Joan Hilton, at [jhilton@urbaninnovation21.org](mailto:jhilton@urbaninnovation21.org).

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