



## **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:** Sales and Market Development Intern

**Company:** WorkBook Solutions

**Overview:** WorkBook Software, a leading ERP software company headquartered in beautiful Copenhagen, Denmark, seeks a hard working intern for their Pittsburgh office during the Summer and Fall semesters.

WorkBook is the most widely used management tool in the advertising industry globally. We work with advertising agencies in North & South America as well as around the world to deliver the best user experience. The solution boasts a fully integrated collaboration tool with project management, billing, and CRM as a few of its features. We are expanding quickly in the US and are looking for an intern to bring new ideas to our new North & South America region.

**Location:** Pittsburgh, PA

**Tentative Start Date:** May 2017

**Internship Description:** This opportunity will be based out of our offices located conveniently on the North Shore. We have a small data team that is dedicated to finding company information for our discovery platform that will have a huge real-world impact. Our discovery platform <https://discover.imaginecareers.com/> which can sort company information by using filters such as size, industry and skills (and many more) is a comprehensive, fun, and transparent view of company information that is meant to enhance the career search. We are looking for a smart, self-motivated and self-directed individual with the ability to solve problems and at times work from home is a possibility for parts of this internship, although being physically in the office some days is a requirement.

### **Responsibilities:**

The Marketing, Sales & Market Development Intern will have a tremendous opportunity to get real-life business experience, such as (but not limited to):

- Assist WB team develop business ad agency market/contacts in North and South America.
- Newsletter idea generation and concept using active campaign/design
- Capture insights in active campaign and create activities in our very own WorkBook Software
- Practice proper sales and follow-up on leads generated by marketing activities/calls/emails in a professional manner
- Work closely with social media team to coordinate efforts
- International visibility and collaboration with all of our international offices
- Proactively work in a fast-paced international software company
- Not required, but nice to have: Previous internships in a professional office environment

### **Bonus of Urban Innovation21 Internship Program:**

- Professional development workshops available
- Gain access to 1 on 1 professional development advisory mentoring service

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- 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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