

## **Communications Internship**

### **Who We Are**

The World Trade Center Delaware is a not for profit organization that helps small and medium-sized businesses to engage in international trade through product, services and technical assistance delivery. We identify market opportunities that enable our members to respond to a wide variety of sectors, including government, private industry, nongovernmental organizations, as well as multilateral aid funders.

We also conduct readiness assessments that help our clients determine their ability to engage in international trade and prepare to do so. Through business roundtables, seminars, and one-on-one consulting, we equip companies with the knowledge and connections they need to expand in the global marketplace.

As a member of the World Trade Centers Association, we can provide resources in more than 90 countries, supported by 15,000 WTC professionals in over 320 WTCA member centers that deliver integrated, reciprocal resources around the world. This results in our members and clients being able to deliver higher quality, location and culturally specific goods, services and technical assistance, while saving time and money for the funder and beneficiary.

### **Outcomes:**

- \* Working with WTCDE leadership to conceptualize, recommend, develop, implement, and manage integrated communications plans required for successful marketing of membership and services across multiple channels
- \* Leveraging market insights and customer input to create communications plans
- \* Providing marketing expertise, guidance, and recommendations to meet business objectives
- \* Leading and collaborating with internal and external resources to develop tactical plans and drive them to completion. Tactical areas include but are not limited to: public relations, website content, promotions, e-marketing, social media, conferences and events, and collateral.
- \* Managing a multitude of projects within a team environment and consistently communicating project status to business leaders, and other team members,
- \* Understanding market trends in nonprofit service and membership organizations and their implications for marketing communications
- \* Ensuring that all marketing materials are reviewed and approved using an exacting quality-control system

**Required Job Qualifications: ( demonstrated proof of ability via course work and projects can substitute for employment)**

- \* Minimum of 1 year of marketing communications experience, primarily in B-to-B environments
- \* Demonstrated record of creating and deploying integrated marketing plans, strategic platform development and tactical execution
- \* Demonstrated working experience in digital marketing
- \* Experience leading and developing email, social media and/or display advertising campaigns
- \* Proven ability to track and show campaign ROI
- \* Knows and successfully applies key marketing concepts o campaign development
- \* Strategic thinker with solid understanding of B-to-B marketing best practices
- \* Strong project management skills
- \* Highly self-motivated with a strong ability to work effectively through others and interface persuasively with individuals throughout the organization, a team player

**Eligibility for international students (non-U.S. citizens or permanent residents):**

- \* World Trade Center Delaware would hire international students seeking opportunities in their field of study. (OPT and/or CPT eligible)

**Required Documents:**

- \* Cover Letter
- \* Resume
- \* Writing Samples

**Job / Employment Type:**

- \* Internship / Part-Time

**Duration:**

- \* Temporary / Seasonal

**Job Location:**

- \* WTC Delaware - 42 Reads Way, Suite B, New Castle, DE 19720

**How to Apply:**

- \* Please submit your resume and other required documents via email to [info@wtcde.com](mailto:info@wtcde.com) for consideration.