Mission Statement:
Dorchester Bay Economic Development Corporation is a non-profit community development corporation whose mission is to provide educational and economic opportunities to residents in the Upham’s Corner community of Boston, MA. The Dorchester Bay Small Business Assistance Program offers technical assistance and access to financing for small businesses in the Dorchester and lower Roxbury neighborhoods. In addition, DBEDC is a licensed financial lender to Boston businesses for the purposes of operating capital, property purchase, and large equipment purchase.

Internship Title: Technology for Small Business Internship

Responsibilities/Projects:
Co-teach an 8-week course with 2-3 other teachers on "Web Marketing for Small Business". The course enrolls approximately 12 students (owners or employees of small businesses) who are seeking to learn how to use (or improve their use of) various web marketing tools (e.g. Facebook, LinkedIn, Twitter, etc) and strategies (e.g. inbound marketing, outbound marketing, email marketing, social media, new customer acquisition, current customer engagement, etc).

The intern's role includes collaborating with other teachers on:
- Planning the agenda for each class (a standard curriculum is used, but each student cohort is unique and demands customization of the curriculum)
- Doing research to prepare resources and materials for each class
- Housekeeping tasks (keeping attendance and other records)
- Helping individual students during class:
  o Helping them identify:
    ▪ Their priority marketing objectives
    ▪ The marketing skill sets and resources available in their company
    ▪ Choosing the appropriate web marketing tool for their selected marketing objective
  o Helping them learn how to use their selected web marketing tool
  o Helping them learn how to measure the effectiveness of their web marketing tool over the ensuing 6-12 months
- Responding to student requests in the days between classes
  o Answering questions and suggesting resources (via email, text, phone)
  o Meeting with students, if necessary/requested
- Supervising individual students in making up missed classes
- Presenting a lecture/instruction on a particular topic/skill in class (lectures/presentations are not a regular part of the course, but a few lectures on key topics (assessing one's marketing needs, selecting a particular priority to work on, selecting the appropriate marketing tool and/or strategy to work on and/or learn) are given in the first and second class meetings and occasionally as needed throughout the remainder of the 8-week course)
**Qualifications:**

We are seeking an intern who is:

- Interested in this work (i.e. advising, challenging and teaching business owners useful marketing skills and strategies)
- Interested in learning as much as they can on the job
- Organized and focused on achieving objectives
- Excited to contribute their talents
- Engaged and responsive as:
  - a) A communicator
    - Responds to emails, text and voicemails competently and consistently
    - Fully engaged and present in all conversations
    - Good writer
  - b) A learner
    - Wants to learn and enjoys learning
    - Values feedback and puts it to use
    - Willing to share feedback with others
    - Patient and organized in pursuit of their learning
      - Collaborative with others
      - Tolerant of differences in learning and working styles
      - Deliberate in pursuing specific learning objectives
  - c) Team member
    - Coordinating efforts and schedules
    - Pitching in where needed
    - Being totally accountable for their own role
    - Respecting differences
- Collaborative and hardworking as a team member
- Enthusiastic and organized
- Able to work independently and take charge of projects
- Comfortable visiting a variety of Boston neighborhoods
- Competent at using basic financial spreadsheets
- Familiar with small business finance and operations
- Sense of humor
- Thoroughly enjoys working with people of all backgrounds and personalities
- Able to ask for what they need and assert their own needs

Dorchester Bay serves a diverse clientele and an applicant proficient in a second language may have the opportunity to utilize those skills.

**Working Conditions:**

Professional office atmosphere, with a 37.5-hour workweek. Flexible schedule with occasional early morning, evening and weekend obligations. Requires casual attire for professional work. Office is located in an urban neighborhood business district 3 miles from downtown Boston. Will involve travelling about once a week to visit a client/awardee at their business.

Edited: January 2014
**On-site Supervisor/Mentor:**
Adam Gibbons, Business Outreach Coordinator, Consultant
agibbons@dbedc.org
Tel: 617-447-1759

Dorchester Bay Economic Development Corporation
594 Columbia Rd., Suite 302
Dorchester, MA 02125
Tel: 617-825-4200
Fax: 617-825-3522
www.dbedc.org

**Secondary contact:**
Deidra Macleod, Senior Loan Officer
dmacleod@dbedc.org
Tel: 617-825-4200 x219

**Mentorship Plan:**
Identify work objectives (some per week, some per month, some per summer).
Identify learning goals for the summer.
Identify needs, wants, and preferences to facilitate reasonable expectations and collaboration.
Meet weekly (intern and supervisor) to assess progress on learning goals and work objectives, share feedback to facilitate success, and schedule week’s activities and goals.

**Preparation:**
Students should have coursework or other experience relevant to small business.

**Transportation**
Our office is well served by public transportation (both bus and train), but a car or bicycle may come in handy at times.

**Optional Additional Responsibilities/Projects:**
Fairmount/Indigo Line Business Outreach.

- This role involves assisting the coordinator, Adam Gibbons, in communicating with each of the 9 business districts along the Fairmount/Indigo commuter rail.
- Responsibilities may include the following:
  - Calling, emailing, and/or visiting business district managers and individual business owners
    - Gathering opinions, observations, ideas, and concerns these individuals have about various project goals:
      - Increasing frequency of trains
      - Improving signage at stations and in surrounding neighborhoods

Edited: January 2014
Enabling Charlie Card usage on the line
Implementing awareness campaigns
Arranging for businesses to sell MBTA passes
- Organizing responses into charts
- Contacting MBTA officials to gain clarity on programs and/or communicate regarding coordinated efforts
- Organize and plan meetings of all districts to discuss issues
- Propose and draft outreach strategies for districts to use.

All of these activities would be done under the supervision of Adam Gibbons, project coordinator. Roles and duties could be developed based on experience and interest level and relevance to intern’s summer learning goals.

### Draft Schedule for Intern

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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</thead>
<tbody>
<tr>
<td>9:00am</td>
<td>Send out reminder email to students – include small assignment</td>
<td>Prep for class - agenda - tools - supplies - slides</td>
<td>Review attendance and other housekeeping issues from last night’s class</td>
<td>Research answers to student questions and issues</td>
</tr>
<tr>
<td>9:00am</td>
<td>Weekly check-in w/ Adam - review tasks - review objectives - plan week ahead</td>
<td>Review progress made by each student since last class &amp; contact individual students w/ follow up questions, suggestions, etc.</td>
<td>Review progress made by each student &amp; contact individual students w/ follow up questions, suggestions, etc.</td>
<td>Research answers to student questions and issues</td>
</tr>
<tr>
<td>12:00</td>
<td>Meet w co-teachers to review agenda/plan for upcoming class</td>
<td>Review progress made by each student &amp; contact individual students w/ follow up questions, suggestions, etc.</td>
<td>Review progress made by each student &amp; contact individual students w/ follow up questions, suggestions, etc.</td>
<td>Weekly check-in w/ Adam - assess the week past - assess week ahead</td>
</tr>
<tr>
<td>1:00pm</td>
<td>Refine agenda/plan according to discussions in mtg</td>
<td>Review progress made by each student &amp; contact individual students w/ follow up questions, suggestions, etc.</td>
<td>Review progress made by each student &amp; contact individual students w/ follow up questions, suggestions, etc.</td>
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<tr>
<td>3:00</td>
<td>Respond to any student emails</td>
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<tr>
<td>4:00</td>
<td>Eat Dinner</td>
<td></td>
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<tr>
<td>5:00</td>
<td>Set up classroom</td>
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<tr>
<td>6:00</td>
<td>Co-Teach Class</td>
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<td>7:00</td>
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<tr>
<td>8:00</td>
<td>Wrap up – notes for next class</td>
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</tbody>
</table>

Edited: January 2014