



## Internship Description for Social Media Support

### Background

Promoted by the European Commission through Horizon 2020 funding, ENRICH is the European Network of Research and Innovation Centers and Hubs. The ENRICH Network opens international markets to European research, and technology-driven organizations.

Started in April 2017, ENRICH in the USA (initially NearUS) acts as a central contact point for European research and innovation actors including ecosystems, clusters, and R&D centers, seeking to assist their research-entrepreneurs, startups, and tech SMEs in their transatlantic expansion.

Since January 2021, located in Philadelphia, PA, Temple University's Small Business Development Center (Temple SBDC) is the US lead and headquarters of the ENRICH in the USA network of Centers and Hubs. Temple SBDC is an outreach center of the Fox School of Business and Management at Temple University where the highly trained and experienced staff provides local and international entrepreneurs with professional knowledge and assistance. Its mission is to help pre-venture, startups, and SMEs grow and succeed locally.

### Project

The ENRICH in the USA mission is to provide collaboration, funding, and commercialization support services to European - and from "associated countries" - researchers/entrepreneurs, startups, and tech SMEs in the USA, while facilitating their access to university incubation programs to maximize their chances of success in North America. The goal is to facilitate a smooth and successful landing in the US market for European entrepreneurs in partnership with US renowned research university's incubators/innovation centers.

In summary, ENRICH in the USA is leveraging a network of vetted Ambassadors and Partners, and is providing access to experts, mentors, and investors via a phased approach, offering three distinctive programs: Immersion program, Virtual Landing program, and Soft Landing programs.

### Project Scope – List of possible tasks

- Manages/strategizes company social media channels, including Facebook, YouTube, LinkedIn,
- Twitter, and other relevant platforms.
- Roll out social media campaigns that align with company goals, milestones, or events.
- We expect daily posts
- Create multimedia content that promotes audience interaction, engagement, and participation, and increases audience presence on our site.
- Keep track of social media metrics and analytics
- Develop promotional materials targeting existing and potential partners, including agencies, universities, trade organizations, and government entities.
- Update marketing and promotional materials: web design using Drupal, PowerPoint presentations, flyers, newsletter, LinkedIn posts.

- You may have to help develop marketing tools/collaterals, supporting bi-national chambers and other US and EU Partners, in different languages, to promote our services to an international audience.
- Research what people are currently interested in and have knowledge regarding current industry news and cultural trends. Be curious!

## Qualifications & Duration

- Interest or experience working in international business, entrepreneurship, marketing and branding, as well as understanding the different actors (private, non-profit, and governments) involved in trade and foreign direct investment.
- Interest in innovation, technology, and startups
- Research, writing, and project management skills
- Business-focused, conscientious individual interested in assisting management in an international fast space environment
- Professional telephone manner, detail-oriented and team player
- Work well in groups and be a team player
- Good communication skills
- English proficiency required
- Second language is a plus
- Computer skills desired: Word, Excel, PowerPoint, Mail Chimp, etc.
- Marketing and Social media skills/experiences desired: Twitter, LinkedIn, Facebook, and YouTube.
- Active LinkedIn profile is a plus
- Project Management / Collaboration Software skills a plus: Teams, SharePoint, Slack, Trello, etc.
- Web design (Drupal) and Graphic design (Illustrator Photoshop, InDesign) are a plus
- Full time or part time volunteer position for 6 to 12 months (minimum 4 months required), virtual, in Philadelphia, PA and/or San Francisco, CA.
- Monthly stipends for living expenses may be available depending on the qualifications and duration.
- We can host foreign full time J-1 trainees/interns – the visa application is at the charge of the volunteer.

## Contacts & Links

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For more information about ENRICH in the USA: [www.enrichintheusa.com](http://www.enrichintheusa.com)

For more information about the different ENRICH projects and international network: [www.enrich-global.eu](http://www.enrich-global.eu)

For more information about Temple SBDC: [www.fox.temple.edu/institutes-centers/small-business-development-center/](http://www.fox.temple.edu/institutes-centers/small-business-development-center/)

