

SMALL BUSINESS INTERNSHIP INITIATIVE



Small Business Development Center
The University of Scranton
Helping businesses start, grow, and prosper.

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INTERNSHIP OPPORTUNITY

FALL 2015

Now
Accepting
Applications
for:



(1) Social Media Internship
Carl Von Luger & Terra Preta
Scranton, Pennsylvania
www.carlvonluger.com
www.loveterrapreta.com

Deadline for Application: **August 31**

**Hands-on skill-building, in two local family-owned restaurants!
Build your social media abilities with a greater understanding of branding
of unique food concepts – fine dining & farm to table!**

- 15 hrs/week; business daytime/evening; 12 weeks
- Fall 2015 semester, start week of September 8
- \$8 -10/hour
- *internship split between two businesses/locations, both in downtown Scranton

Preferred Educational Background:

- Minimum second semester sophomore, GPA at least 3.0
- Coursework in Communications, Marketing, Business and/or Nutrition
- Interest in hospitality

Expected Projects*:

- Develop a social media calendar for restaurants, encompassing all platforms, promotions, and events;
- Incorporating restaurant management team ideas, strategy, and branding -push-out promotions, events, menu features, and food & beverage educational blurbs via social media and email;
- Assist in organizing special events, such as seasonal menu kick-offs, holiday, catering;
- Support link between restaurants news and vendors and community, through photography and marketing.

Learning Objectives:

- Be able to explain fine dining, farm to table restaurant models, challenges and strengths;
- Act as voice for growing family restaurant brands and community support to the local and online communities;
- Display project management skills through event support and individual effort in fast-paced environment.

Other Preferences:

- Skills: Social media platforms, video editing, basic photography a plus;
- Self-starter, but team player
- Solid interpersonal, oral, and written communication skills, Word & Excel
- Nutrition knowledge a plus

How to Apply:

Submit Cover Letter and Resume to internships@scrantonsbdc.com

Include:

- ✓ “Restaurant Internship” and how you heard of the opportunity in your cover letter
- ✓ “Restaurant Internship” as email subject line
- ✓ **Do not contact the SBDC directly.** You are required to follow the internship posting application process noted.

Career Services Partners:

- Johnson College
- Keystone College
- Lackawanna College
- Marywood University
- Penn State – Worthington
- Summit University
- The University of Scranton