

SMALL BUSINESS INTERNSHIP INITIATIVE OPPORTUNITY

Now Accepting Applications for:

An immediate opportunity with quick turn-around for internship placement:

Social Media & Marketing Intern for *Carl von Luger Steak & Seafood*, downtown Scranton, Pennsylvania

Deadline for Application: June 30, 2013

Internship Details:

A hands-on learning opportunity for a student interested in training within the high-end restaurant and event planning industry in downtown Scranton. The student will have the opportunity to develop their social media and marketing skills in a 2+ year old, fast-growth small business, and potentially aid in the launching of a second entrepreneurial food venture in the area.

Duration:

- 4 hours per week; Summer 2013 [end of June, all July, August]*
**opportunity could exist for continuing Fall 2013 placement if all parties agree*
- Daytime and evening hours

Pay: Unpaid, stipend in the form of meals during work hours

**for-credit may be option*

Field Location:

301 North Washington Avenue, Scranton, PA 18503

Preferred Educational Background:

A preferred skill set to include coursework and/or practical experience of:

- Social media savvy, as related to business (Facebook, Twitter, LinkedIn, other);
- Marketing, as related to business, to include service and/or restaurant business.

Expected Projects*:

You will have the opportunity to work closely and collaboratively with the owners, as well as PR firm of the business, to:

- Assist in the current growth of existing Carl von Luger's key value features: "The Supper Club", "Luger Lunch Break", "Von Luger Express";
- Create buzz for new outside, on-site food/entertainment events during the summer season;
- Act as the "mouthpiece" of the restaurant in the promotion of restaurant services/events planning, to include: in-house booking and promotion;
- Develop and implement a strategy to promote Carl von Luger restaurant services to corporate and non-profit organizations in northeastern Pennsylvania;
- Aid with business start of new specialty restaurant venture with unique food features.

**All projects subject to change.*

Learning Objectives:

- Apply marketing and social media savvy to the operational effectiveness of a small, high-growth, family-run restaurant;
- Gain valuable insight into restaurant dynamics, fast-paced teamwork, solid management structures, as well as downtown Scranton business environment;
- Help produce and initiate marketing plans surrounding newly-developed entertainment events to be held on-premise, as well as off-premise catering;
- Help develop and further corporate and non-profit relationships with goal of yielding long-term business bookings for restaurant.

Other Preferences:

- English language proficiency (required); computer skills (required), great communication skills (preferred), high personal hygiene (required), ability to work variety of EST days and hours (preferred).
- Helpful, but not required or preferred: computer, internet, web communication products (Gmail, Skype); a valid driver's license.

How to Apply:

Send your resume and a cover letter to internships@scrantonsbdc.com. Note "re: Carl von Luger" in the cover letter and also within the Subject Line of your email. Within your cover letter, please detail why you would be a good fit for this internship. Please note: It is requested that you do not contact Carl von Luger's directly. In order to apply, you are required to follow the internship posting application process noted.

Posting Date: June 10, 2013