**Organization Name:** Buffalo Manufacturing Works

**Location:** 683 Northland Ave Door E, Buffalo, NY 14211

**Website:** [Buffalo Manufacturing Works - Operated by EWI](#)

**Organization Description and Core Values:** Buffalo Manufacturing Works, operated by EWI, is a one-of-a-kind center for advanced manufacturing. We are focused on developing, maturing, and implementing new technologies that have an impact on the clients we work with and the communities in which they live. Our customers are based across the country and include world-class leaders in the aerospace, automotive, consumer products, electronics, medical, energy & chemical, government, and heavy manufacturing industries. Located in Buffalo, New York, we are dedicated to building a nationally recognized hub of manufacturing innovation and are looking for smart, entrepreneurial, and driven people to help us achieve this goal.

We are in search of a student intern to support the Shift 2.0 program during the summer. The Shift 2.0 Intern will support various aspects of the program to include market research, data analysis, designing marketing material, social media content creation, and website development to name a few. Specifically, this role will work with the Director, External Relations & Special Programs and Project Manager to ensure the customer experience is outstanding all the way through delivery of program objectives.

If you are a student looking for a growth opportunity that enjoys a fast-paced, engaging environment that affords you the chance to hone your marketing skills, this is the internship for you!

**Position Supervisor & Title:** Liz Callahan, Director of External Relations & Special Programs

**Internship Title:** Marketing Intern

**Internship Duties and Responsibilities:**

- Assist with market research and data & analytics analysis
- Create graphic representations of data for reporting purposes
- Creates and designs marketing materials for training classes, events, social media, newsletters, video series and other business needs
- Participates in the development of marketing strategies and tactics
- Assists with the creation and management of social media content and email marketing campaigns
- Stays current on any new graphic design, marketing techniques, and social media trends
- Assists with the development and maintenance of our websites and social media accounts
- Learns about social media marketing strategies, audience engagement, and the role of social media. Gains experience in analyzing social media metrics to assess the success of various campaigns
- Collaborates with other members of the organization to ensure design accuracy and consistency of the brand of EWI, Buffalo Manufacturing Works, and Shift 2.0
- Ensure we maximize the customer’s “experience” and deliver on the Shift 2.0 program requirements
- Process improvement: Works closely with Buffalo Manufacturing Works/EWI team to continuously improve processes in order to facilitate the growth of the Shift 2.0 Ecosystem
Minimum Requirements:
- Currently enrolled in an undergraduate program in Marketing, Communications, or related field of study at an accredited university
- Intermediate/Advanced capabilities in either Adobe Creative Suite, Canva, and/or other content creation tools
- Meticulous attention to detail
- Demonstrated ability to handle multiple assignments concurrently, possess excellent organizational and time management skills, and be able to function in a fast-paced environment
- Ability to innovate and enhance existing solutions
- Enthusiastic, pro-active, and positive person who manages change with urgency and persistence
- Strong interpersonal communication skills and ability to effectively present to a group
- Proven adaptability and flexibility as a part of a team
- Solutions-oriented mindset
- Proficient in MS Office
- Excellent written and verbal communication abilities

Physical Requirements:
- Laboratory/light production floor with ventilation, climate-control system, moderate lighting, and moderate noise level;
- Use finger dexterity to type, adjust, move, handle, perform, operate, install, attach, remove, apply, grasp, manipulate, and measure;
- Frequently move, transport, rotate, reach, pull, twist, adjust position, push, stoop, bend, and crouch; and
- Lift 10 to 20 pounds occasionally

Intern takeaways:
- Intern will work directly with Project Manager as well as other company associates from various departments including IT, Marketing, Engineering and Operations. Intern will also have the opportunity to work with our external public relations company as well as our external customers. This will help develop interpersonal skills such as communication (verbal, written, and non-verbal), listening, and negotiating skills.
- Intern will have opportunities to prepare and deliver presentations to both internal and to external customers.

Duration of employment: June through August; Desired 3 days/week or 20/week with general office hours of 8AM – 5PM

Compensation: $19 hour for up to 20 hours per week during the summer

Transportation: Interns are required to provide their own transportation to and from Buffalo Manufacturing Works. A vehicle is not required for this position.

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Accommodations:
The Say Yes Internship Program is committed to providing equal access to individuals with disabilities, including physical access to programs and reasonable accommodations for interns. EWI states that individuals who need reasonable accommodations under the ADA in order to participate in the search and/or application process should contact Human Resources at (614) 688-5000.

To apply: Submit resume to buffalointernships@sayyesbuffalo.org If necessary, Say Yes staff may send you suggestions before we send your cover letter and/or resume to the employer(s). In order to submit your materials by the deadline, please ensure that you check your email and reply promptly.

Deadline: Applications will be accepted until position is filled.

Interviews: Will be held until ideal candidate is identified.

Please note that internships are competitive and not every scholar will receive an interview. If you are selected for an interview, the employer will contact you directly.