



City of Berkeley, Office of Economic Development Paid 2018 Internship Description

The City of Berkeley Office of Economic Development (OED)'s mission is to assist businesses, entrepreneurs, artists and community organizations to access services, feel welcome in Berkeley, and thrive. OED provides assistance to new, growing and legacy businesses in Berkeley on topics such as commercial real estate, economic data, industry networks, financing, green business, and the local innovation ecosystem. OED also works closely with local and regional partners to support a vibrant economy that includes UC Berkeley, the Berkeley Lab, nine commercial districts, several award-winning theatre groups and trendsetting companies in fields from alternative energy to biotechnology to local food production. The 2018 OED intern will help with business outreach, research, event planning, data analysis, and communications.

Duties and Tasks

1. **Innovation ecosystem support:** Manage [Berkeley Startup Cluster](#) (BSC) and [Berkeley-Emergyville BIO](#) communications and support implementation of the 2018-19 BSC workplan to *make Berkeley a more vibrant, accessible and equitable place for startups to launch and grow*.
 - a. Collect information about local tech startups, events, news, and other resources relevant to Berkeley's innovation ecosystem. Prepare and disseminate monthly newsletters, post information on BSC social media channels (including Facebook, LinkedIn and Twitter), and conduct direct outreach to relevant innovation ecosystem stakeholders.
 - b. Compile statistics regarding the BSC WordPress website usage, newsletter reach/impact, and social media followers. Recommend strategies for improving BSC communications and tracking success metrics.
 - c. Help organize, promote and attend innovation ecosystem events, e.g. Berkeley Visionary Awards, Visionary Lab (during Global Entrepreneurship Week, digital literacy workshops, and others for bioscience and tech industry professionals).
2. **Berkeley manufacturing sector support:** Conduct business outreach and data collection to increase the City of Berkeley's manufacturing industry knowledge and organize events that support this sector.
 - a. Update the City of Berkeley's list of manufacturers and provide a definition and rationale for the types of businesses that have been included.
 - b. Collect data on local manufacturers and their needs by distributing a survey (prepared for Bay Area cities by the [Bay Area Urban Manufacturing Initiative](#)).

- c. Organize at least one local manufacturing facility site visit or tour for the City of Berkeley's participation in [Manufacturing Day](#).
- 3. **OED report preparation:** Conduct quantitative and qualitative research and analysis for written reports and presentations for Berkeley City Council and other OED stakeholders.
 - a. Update OED's [Economic and Commercial District Dashboards](#).
 - b. Prepare a worksession report for Berkeley City Council (topic TBD).
- 4. **Conduct other OED research or business outreach as needed.**
 - a. Other areas of intern support could include: updating OED's list of food and beverage industry employers, conducting business outreach and facilitating employer connections with workforce development training organizations, promoting OED's small business retention programs, contributing content and support for the 2018 OED communications campaign, and conducting business outreach and research for Buy Local Berkeley, among others.

Desired Qualifications:

OED is looking for a highly-motivated, well-rounded intern with experience in communications (both written and social media), data analysis, business (and other stakeholder) outreach, event planning, and policy research. Interest in economic development, business, entrepreneurship, innovation networks and technology is desired. Attention to detail and ability to work independently and professionally in the community is a must. Reliable transportation within the boundaries of the City of Berkeley (bus, walking, bike all ok) is essential.

Time commitment:

20 hours per week starting in Summer 2018 for 6 months.

Application Requirements:

Please submit a cover letter, resume, and two examples of your work from within the last 3 years (e.g. executive summary of a written report, slide presentation, Excel worksheet, newsletter, memo, press release or other short – no more than 3 pages – written communications piece).

Application Submission Deadline:

Sunday, April 8, 2018 at 11:59pmPST

For additional information, contact:

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