



External Relations Intern
Marketing • Branding • Social Media • Communications

Job Description

Larta Institute is seeking a highly-motivated self-starter with exceptional multitasking skills and interest in an entrepreneurial environment. The intern must possess excellent written/verbal communication skills and creativity as well as quantitative, analytical, interpersonal skills.

External Relations Interns assist in all aspects of planning, development and delivery of Larta's marketing, branding & communications efforts with a heavy emphasis on writing. Day to day activities relate to maintaining and expanding Larta's presence as a major player in the innovation space.

Responsibilities may include:

- Creation of content for website, blog, social media platforms, press releases, and other written marketing materials.
- Maintenance of above platforms (non-technical) –website info, profiles, responding to comments & posts, etc.)
- Development of promotional materials (brochures, etc.)
- Monitoring of media outlets for relevant opportunities, news and developments.
- Discovery of potential industry/event partnerships

Hourly pay range: \$9.00 – 12.00 per hour depending on education, experience

Job Requirements

- Undergraduate junior or senior
- Excellent written and verbal communication skills, enthusiasm & ingenuity
- Advanced knowledge of blogs (WordPress), Facebook and Twitter
- Good knowledge of Microsoft applications, Adobe Photoshop and Adobe Illustrator
- General knowledge of HTML is a plus
- Applicants should be organized and have the ability to work with others yet motivated to work independently.
- Preferred undergraduate majors include marketing, business and communications.
- Interest in a potential career with our organization after graduation - Candidates' majors and interests must align with the organizational mission, vision and culture.
- Work-study students are preferred and encouraged to apply.

To apply please send cover letter and resume to jobs@larta.org .

Larta Institute (www.larta.org) is a professional services firm that develops and manages commercialization assistance programs for seed and early stage companies and entrepreneurs in the

high-technology arena. Larta develops such programs on behalf of clients seeking to advance the market-readiness and investment profile of their entrepreneurs and/or to enhance the technology-based competitiveness of their regions. Larta's clients include U.S. federal agencies, universities and research institutes, and governments from around the world. We currently have exclusive or official status in commercialization management with NIH (National Institutes of Health), USDA (U.S. Department of Agriculture), and NSF (National Science Foundation). We have provided innovation policy advisory services to the governments of Malaysia, Brazil, New Zealand, Canada, Russia and others. Our commercialization assistance programs are comprised of customized mentoring, training seminars, industry introductions, showcase events and industry research. Hundreds of emerging entrepreneurs in a wide variety of industry sectors have benefited from our services.

Many of the U.S.-based companies that participate in our programs operate under federal Small Business Innovative Research (SBIR) grants. The foreign-based companies participating in our programs are usually sponsored by governmental agencies in their countries.

Our tagline is "Connecting People to Drive Innovation". Larta's network includes subject matter experts, seasoned entrepreneurs, investors, and Fortune 1000 companies that are seeking to access innovative new companies, and identify new business opportunities. Larta is recognized as a trusted partner by both the investment and corporate communities. Since 1993, companies helped by Larta Institute have raised over \$1.5 billion in capital. Larta Institute's commercialization programs assist over 400 early stage companies each year.