



Branding, Sales and Business Development Virtual Internship

COMPANY DESCRIPTION:

TrustNavigator is a national not-for-profit organization focused on career and life skills education preparing college students for careers. TrustNavigator's PATENTED content solution provides mentor led experiential internships onboarding into legacy internships and entry level programs. Employers benefit with unique screening metrics and prepared students ready for recruitment and a future career trajectory, 10-week programs occur three times a year in Fall, Spring and Summer. Participants can work from any location, introducing "working remotely" structure and responsibility. The program introduces language critical for onboarding, interviewing and preparation for traditional employer internships and entry level job opportunities. Mentors discuss career paths and skills to assist students identifying potential career options.

WHY WORK WITH US?

Do you want experience that you cannot get anywhere else from industry mentors solely focused on teaching you their experience and even mistakes? Do you want legitimate projects that are actually relevant to your career goals? Do you want to learn how industry works? Our internships provide an introductory hands-on experience to understand the nuances of career paths from industry veterans. If you are a highly-motivated individual who is looking to gain knowledge, experience and skills to launch your future, then this is the perfect experience for you!

INTERNSHIP DESCRIPTION/OVERVIEW:

- One hour "live" weekly conference calls led by seasoned professionals within industry.
- Lifeskill sessions in 3 of live calls of internship to discuss networking, social media responsibility, interviewing to employer needs.
- Proprietary tracking platform to archive data for employer and sponsor review.
- Weekly projects with industry application reflecting experience of internship for interviewing.
- Master's Boot Camps with industry specific mentors for referrals and endorsements.

Skills/Qualifications:

- All students are eligible for this internship, interested in business experience, particularly valuable to students lacking prior experience.
- The ability to manage your time between school, extra-curricular activities, and this internship.
- An accountable work ethic to complete the ten-week program and commit 4-5 hours per week.
- Mandatory attendance on a weekly call and completion of a weekly project

COMPENSATION:

This internship is an apprenticeship in Industry. The Mentors Internship includes supervision by experienced veterans of the industry with direct access to these individuals for mentorship and career advisory in the field. The apprenticeships are designed for those without industry experience to get a "first exposure" with quality oversight, fully compliant with all Department of Labor standards to learn the industry. Inexperienced applicants should clearly not expect to be compensated to learn the skills necessary to enter employment. Multiple individual sessions with advisors are part of the program to create a potential plan to employment.

HOW TO APPLY: Please send a resume to info@trustnavigator.com with a cover letter. Learn more at www.trustnavigator.com and www.lifelaunchcareer.com.



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The TrustNavigator Branding, Sales and Business Development Virtual Internship program is designed for students to work from their home or college campus. This makes the internship accessible to students who normally wouldn't be able to travel to an office due to study schedules, location, or other obligations. The program consists of a weekly conference call and a 2-3 hour project each week pertaining to actual applications personally beneficial to potential career pursuit in this occupation.

Branding: Building your brand and network and understanding brand difference of competition .

Tangible versus Intangible : Reviewing industries and products and compensation differences

Language: Speaking the language of industry and technical terms to position self and product for distinction.

Data Analysis: Using data to more effectively communicate.

Social Media Marketing : Impact of content with focus on LinkedIn Training professional issues of social media.

Time Management: Critical elements of sales, product knowledge and managing lifestyle priorities

Networking: Understanding how to build your network and introduce yourself to industry(s)

Sponsorship: Development of fund raising and sponsored products and services versus traditional sales.

Cost Cost Cost Discussion: Insight on interviewing techniques for entry level positions

Final Wrap up : Summary of sales positioning and how to find the right culture to thrive and develop long term goals

Weekly Projects:

Each week we will focus on a particular skill of a successful business development program. This program develops the personal tools for personal branding as well as social skills for success.



Week 1 : Branding

FOCUS: How to Brand yourself , introduction to program, schedule
ASSIGNMENT: Personal Image management of resume and social media
HANDOUTS: Outline of internship, compensation potential and TN business development materials.

Week 2: Tangible versus Intangible

FOCUS: Product versus Service, event committees
ASSIGNMENT: Sales plan for business development of sponsorships and recruitment on campus. Committee meeting.
HANDOUTS: Sponsorship package and intern development info

Week 3: Language

FOCUS: Understanding product and pipeline to use industry language
ASSIGNMENT: Create a features and benefits to 5 candidates for Panels
HANDOUTS: Call report forms to be completed on each candidate

Week 4 Data Analysis in Marketing

FOCUS: How data analysis coordinates messaging and goals
ASSIGNMENT: Track prospective sponsor response and first event
HANDOUTS: Spreadsheet of contacts, status, follow up schedule and notes of roles of sponsor on sales report

Week 5: Social Media Marketing

FOCUS: Rules of engagement in social media do's and don't's
ASSIGNMENT: Set LinkedIn page for self and organization, clean up social media history and establish organizational SM process
HANDOUTS: LinkedIn Best practice articles and cheat sheets of SM

Week 6: Time Management

FOCUS: How to balance social, business and academic priorities
ASSIGNMENT: Survey of time spent on activities and second panel sales
HANDOUTS: Articles of interest

Week 7: Networking

FOCUS: Maximizing resources to develop your network
ASSIGNMENT: Create a personal newsletter, brand and career path
HANDOUTS: Shadow interview questions, see week 9 Testing on My Next Move and 10th week programming

Week 8: Sponsorship

FOCUS: Extending sponsorship for sales and marketing goals and income
ASSIGNMENT: Video interview 2 people in your career space and submit.
HANDOUTS: TrustNavigator Website and sponsor goal progress by individuals

Week 9: Cost Cost Cost Discussion

FOCUS: Insight on interview techniques for entry level positions
ASSIGNMENT: Final Sponsor sales report and calculation of results,
HANDOUTS: Interviewing articles , 2 career shadow interviews

Week 10: Final Wrap Up

FOCUS: Review of internship and progress towards goals. Process and procedures for the future. Next steps in program and involvement
HANDOUTS: Results of panels and sponsorship sales