Knoxville Entrepreneur Center
Program Coordinator Intern
Knoxville

About
Knoxville Entrepreneur Center (KEC) is a think-tank style “business accelerator” located in Downtown Knoxville. KEC Opened in 2013, with the mission of helping people turn great ideas into great businesses. KEC is committed to supporting economic, technological, and cultural growth in East Tennessee through a variety of means, including but not limited to: mentoring, community events, and accelerator programs.

Most importantly KEC seeks to connect entrepreneurs with the key relationships and resources they need to create successful startups in Knoxville, TN, and beyond.

The Knoxville Entrepreneur Center is a fast-paced and creative environment. There are always interesting people with interesting companies walking through our doors. The day-to-day tasks vary from project to project and program to program. One day you may be researching every venture capital firm whose invested in a social media company in the last 5 years, and one day you may be helping us hang posters and set up chairs for our events, and some days we watch movies and play guitars. We strive to make every day different and exciting.

Intern roles and responsibilities
KEC is seeking a summer intern for our Brandcamp initiative. Brandcamp is a series of programs at KEC designed to support local businesses with digital marketing education and services, as well as, serve as a workforce development program for students who want to have a career in digital marketing, advertising, branding, and content creation.

The goal of Brandcamp is to help our clients rework or develop their Brand Architecture. Summer interns will assist in every step of this process, from conducting research to writing copy and creating content. Interns will put together Research Reports, Competitor Analyses, Brand Statements, Buyer Personas, among other creative content.

Required qualifications
Creative thinking, Self-motivation, Follow through, Spreadsheet skills, Organizational skills, Writing skills, Flexibility, and ability to think on your feet are must-haves.

Must have dependable transportation and your own computer.

Preferred skills
Research skills are a big plus. Prior experience with Brand Management or Marketing is awesome. Graphic Design, Writing Skills, Software Development, and Video production skills are a HUGE bonus.