

# **Leavey School of Business, SCU**

## **Global Fellows Program**

### **Placement**

#### **Name of organization & website URL:**

Mercado Global

<http://mercadoglobal.org>

#### **Contact person:**

Ashley Myles

#### **Location of Organization:**

Country: Guatemala

Region: Panajachel, Solola

Street Address: Logística Atitlán Sociedad Anónima, 2av. 1-83 zona 2

#### **Description of organization (history, mission, focus):**

**Mercado Global** is a Brooklyn-based accessory brand and non-profit that empowers rural Latin American women to become entrepreneurs. Through donor-funded business education and leadership programs, we help women create community businesses to support themselves and their families. By designing collections for the international market while using traditional local weaving techniques, we are changing the status quo for women, communities, and the industry.

#### **How many interns can you accommodate this year?**

(Minimum of two students per location)

8

#### **Please Answer the Following Questions for EACH Available Job:**

Job Description: What will the student intern be doing?

**Design and Product Development Intern**

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The D & PD Intern will gain valuable experience in working with artisan made products, as well as broad exposure to both the social enterprise and fashion industries.

#### Responsibilities:

- Update and organize seasonal fabric development binders
- Create and continually update hardware catalogue
- Own photography and photo organization of seasonal collections, fabric development and product development
- Own the creation of production guides for seasonal collections and product development.
- Assist in creation of seasonal WIP reports (Work In Progress reports), and update when necessary
- Assist in creation / maintenance of communication tools between design and production teams
- Assist with the preparation of price sheets
- Assist with other design / product development / production related tasks as necessary
- Attend weekly design / production meeting

#### Community Outreach Intern

The Community Outreach Intern will gain broad exposure to non-profit management and fundraising, including development operations, donor communication, grant-writing, social media, event planning, logistics, donor visits, and research.

#### Responsibilities:

- Assist in development and implementation of donor communications
- Conduct donor and conference research
- Assist in writing grant proposals-Help maintain donor database
- Assist with aspects of event planning and logistics
- Assist with planning for donor trips and visits to Guatemala
- Support and implementation of social media and MG Blog

#### Marketing & Social Media Intern

Reporting to and working predominantly with the Marketing Senior Associate, the Marketing and Sales Intern will support in the development of social media content across all digital channels including Facebook, Twitter, Pinterest, Instagram and the website. The role will require the SM intern to connect and engage with new and existing members of our digital community by projecting the brand voice for Mercado Global.

#### Responsibilities:

- Assist in photography and photo editing
- Researching trends and identifying creative ways to engage with MG's digital community and increase membership base
- Assist in development of sales tools, including linesheets, e-pitches, product & collection descriptions, and other collateral
- Update contact information for target clients and specialty stores
- Assist with organizing trunk shows & sample sales
- Assist in setting up meetings with Department/Specialty Stores
- Support the Marketing Senior Associate in maintaining brand aesthetic through digital content development across social media platforms

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- Update website with new graphics, products and other content

#### Community Based Education Intern

The CDI will gain valuable experience in grassroots community engagement, as well as broad exposure to community-based initiatives.

#### Responsibilities:

- Support Community Based Education Training Facilitators in creating educational materials for training sessions in health and nutrition, women's empowerment, entrepreneurship, and personal finance.
- Support Community Based Education Training Facilitators in developing materials for technical training sessions (cutting fabrics, preparing "go bags", purchasing supplies).
- Support Community Based Education Training Facilitators in managing technical training inventory spaces.
- Collaborate with the Inventory Coordinator to select and manage technical training materials.
- General office support responsibilities.

#### Operations Intern

The Operations Internship is based out of MG's office in Brooklyn or Guatemala office and will report to the Operations Manager. This position requires a minimum commitment of 3 months and can be either full or part time. Currently looking for interns for fall 2018. Start dates flexible. Unpaid but academic credit is available if intern is a current student.

#### Responsibilities

The Operations Intern will assist the Operations Manager in:

- Fulfillment and shipping of orders
- Coordination of imports/exports and providing order and packaging instructions to our Guatemala production team
- Assist at trade shows and other Mercado Global events in the NYC area
- Maintaining inventory records, assisting with trunk show logistics, mailings, and other operations projects
- Communication between the Operations Manager in New York and Guatemala

#### Sales & Marketing Intern

This is a unique opportunity for current and recent college graduates to gain skills and knowledge in supporting the day-to-day operations of a sales team, and assist in expanding our quickly growing client base. The Sales & Marketing Intern works on a variety of sales projects. He or she helps with development of promotional materials and communication for clients, maintaining our e-commerce site, outreach to specialty retailers, and development of text and collateral to tell the stories behind our products and of the women who craft them.

#### Responsibilities:

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- Assist in development of sales tools, including linesheets, e-pitches, product & collection descriptions, and other collateral
- Assist with data management-Assist in outreach to specialty stores and boutiques
- Update contact information for target clients and specialty stores
- Assist with organizing trunk shows & sample sales
- Assist with setting up meetings with boutiques
- Following up with boutiques in collecting payment/shipping information
- Assist in setting up meetings with Department/Specialty Stores

**What helpful talents and/or skills should the student intern possess, if any, including major (business, engineering, etc.)?**

#### **Design and Product Development Intern**

- Ability to communicate clearly and effectively in both English and Spanish
- Current or recent college graduate from an accredited four-year institution, graduate students also welcome
- Ability to exhibit professionalism, tact, and diplomacy in a confidential environment
- Interest in MG's work
- Demonstrated interest in non-profit development and international work
- Willingness to learn
- Excellent organizational skills
- Self-motivation and drive
- Flexibility

#### **Community Outreach Intern**

##### **Requirements**

- Current or recent college graduate from an accredited four-year institution, graduate students also welcome
- Demonstrated interest in non-profit development and international work
- Excellent organizational skills and extreme attention to detail
- Excellent written and verbal communication skills
- Knowledge of database management preferred
- Understanding of social media preferred
- Ability to exhibit tact and diplomacy in a confidential environment
- Ability to work in a high-pressure environment and balance competing demands and priorities
- Experience using DonorPerfect and Constant Contact a plus
- Proficiency in Microsoft Office programs including Word and Excel
- Enthusiasm for Mercado Global's mission

#### **Marketing & Social Media Intern**

##### **Requirements:**

- Studying or graduated with a degree in Marketing, Graphics, or Design is required
- Excellent communication and copywriting skills
- Proficient in Photoshop and Illustrator
- Interest in fashion, digital communication and marketing

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- Excellent organizational skills
- Enthusiasm for Mercado Global's mission and products

#### Community Based Education Intern

##### Requirements:

- Enthusiasm for Mercado Global's Mission.
- Ability to work under tight deadlines and competing priorities.
- Ability to write clearly and effectively in both English and Spanish.
- Ability to work in a cross-cultural and multilingual environment.
- Ability to exhibit professionalism in a confidential environment.
- Demonstrated interest in non-profit development.
- High organizational skills and attention to detail.
- **Current college student, or recent graduate from an accredited institution. Graduate students welcome.**
- Experience teaching or developing curriculum or training sessions a plus!
- Spanish proficiency required

#### Operations Intern

##### Requirements:

- Ability to communicate clearly and effectively in both English and Spanish
- Current or recent college graduate from an accredited four-year institution, graduate students also welcome
- Ability to exhibit professionalism, tact, and diplomacy in a confidential environment
- Interest in MG's work
- Demonstrated interest in non-profit development and international work
- Willingness to learn
- Excellent organizational skills
- Self-motivation and drive
- Flexibility

#### Sales & Marketing Intern

##### Requirements:

- Experience in sales highly preferred
- Self-motivated and highly organized
- Strong verbal and written communication skills
- Polished and professional demeanor-Proficient in MS Office, including Word and Excel
- Strong database management skills.
- Experience with Salesforce is a plus
- Knowledge of Photoshop or Illustrator is a plus, but not required
- Enthusiasm for Mercado Global's mission and products

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- College degree, or working towards, in marketing, communications, or public relations a plus

### **What would a typical day be like?**

There is truly no typical day in the Mercado Global office! Every day interns arrive at the office at 9:00 and work until 5:00 PM. Interns will have a one-hour lunch break in the afternoon where they can walk into town for lunch or bring their lunch to eat in the office gardens. Interns can expect to be working in our office daily on multiple projects for their department. All interns will have daily responsibilities as well as long-term projects to work on independently. Design & Product and Community Based Education interns can expect to go into the field occasionally but most work will take place in the office.

### **What is your date preference for students to work with you?**

(Fellows are expected to spend 6 to 8 weeks working with an organization – ideally late June-August)

We are happy to accept interns from late June to August for 7-8 weeks.

### **What is appropriate attire for internship (office) and within your region?**

Casual attire

### **Do you regularly have interns working with you? Will there be other interns working with the SCU Global Fellows?**

Yes, we typically have anywhere from 3 to 8 interns in our Guatemala office. Depending on which department the intern is working in they may or may not be working directly with another intern.

### **If there is a mandatory language requirement, what language and how fluent must the fellow be?**

There is no language requirement for the Community Outreach, Sales & Marketing, Production & Design and Social Media interns. Community-based education, translation, and Operations interns must be proficient in Spanish.

### **LOGISTICS:**

### **What are housing options and costs?**

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Local Apartments range from \$100- \$200 per month. Our staff in Guatemala can assist with finding a local apartment.

Homestays cost about \$130 per week and include 3 meals a day except on Sundays.

Many interns chose to stay with a homestay for their first week in Guatemala to adjust to their surroundings and locate an apartment in town. Our staff can assist the student in arranging their choice of accommodations.

### **Please provide an estimate of other costs/week that the interns will need to pay for themselves. What does it include?**

The cost of living in Panajachel greatly varies. Restaurants in town can be as cheap as \$3-\$4 per meal, and buying your own groceries, if you stay in a hostel with a kitchen, can be even more affordable. There are several small grocery stores in town and markets that sell fresh produce. Costs of groceries are reasonably cheap here, but monthly costs can range from \$100 to \$250 per month, depending on the purchase of alcohol and frequency of eating at restaurants. It is possible to walk almost anywhere in town but students can also use tuk-tuks for transportation that cost around \$1 per ride. We advise that interns budget \$10 per week for transportation.

### **What is the nearest airport (with airport code)?**

The nearest airport is La Aurora Airport in Guatemala City. The airport code is GUA.

It takes anywhere from 4-7 hours to get to Panajachel from the airport depending on traffic. Our staff can arrange a shuttle from the airport directly to Panajachel with a local shuttle company for \$25.

### **What is the weather between late June and early September?**

The weather is around 70 degrees during the day and can drop down to 50 degrees at night. The rainy season begins in June and it usually rains in the afternoon from June to September. There is typically a two-week period during June known as Canicula where there is no rain.

### **What are some possible weekend excursions/activities for young people?**

There are tons of weekend activities and excursions in the area for young people. Around the lake that Panajachel is based on there are plenty of hikes, ziplining excursions, cooperatives, and multiple towns to explore. There are also a few beaches a few hours away that are easy weekend getaways. Our team has

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developed an activity guide for all incoming interns that details these activities and how to arrange them.

#### **Any other helpful descriptions and comments:**

Once an intern is confirmed our staff will send a pre-arrival guide, an activity guide, and be able to help the intern arrange accommodations, transportation and answer any questions they may have.