

Oakland Unwrapped! Product Development Intern



Oakland Unwrapped! Product Development Internship

Reports to: Program Officer

Classification: Intern

Compensation: Stipend \$100/week

Availability: 6 week internship – June/July 2010

Work Hours: 4 days per week, 9:30-5pm

Organizational Description

OneCalifornia Foundation is a charitable and educational nonprofit corporation that supports programs and initiatives promoting community development in the Bay Area and California. Included in these activities are programs dedicated to creating and sustaining economic development; such as support for small businesses, financial literacy, banking services for low-income communities, and advocacy. OneCalifornia Foundation also works to promote the creation and sustainability of affordable housing and homeownership for low income families and individuals. The Foundation is associated with the OneCalifornia Bank, a Community Development Bank, based in Oakland, CA.

Position Overview

OneCalifornia's programs are intended to help people, especially those in low-income communities, to save, keep and manage their money, by providing them with access to banking services that are fairly priced and clearly explained.

We are seeking a motivated individual to work at our foundation for 6 weeks, as we grow rapidly in our third year of operation. This **Oakland Unwrapped! Product Development Intern** will assist the Program Officer in taking the foundation's community-based e-commerce site to the next level. Oakland Unwrapped! is essentially a mini socially-responsible business within the foundation, and we are looking at how to improve many aspects of its operation, from improving the product, assessing client and customer needs, and exploring new revenue models and partnerships.

All OneCalifornia Foundation summer 2010 interns will also participate in a Community and Socially Responsible Banking and Business curriculum, which consists of a weekly series of 5 workshops, led by experts in the fields of banking, community banking, investing, and finance. Workshops may also include field trips to relevant institutions to meet experts and see the work in action. These workshops will take place within the intern's normal work week, as described above.



Primary Duties and Responsibilities

- Identify types of products missing on the Oakland Unwrapped! marketplace that would fill gaps and increase value of the marketplace
- Identify and recruit 25 additional quality businesses to Oakland Unwrapped!; the majority of these businesses should be larger than micro business, as defined by OneCal staff. Restaurants are a potential target category of business.
- Review client training materials, make suggestions for improvement, and convert them to easy, online instructions and / or videos
- Research and make recommendations on potential revenue models for Oakland Unwrapped, based on current and possible services, surveyed client needs, potential partnerships with other member-based organizations
- Research and write up ecommerce development and hosting referrals, including national mission-aligned services such as Big Cartel and Etsy, as well as local web developers – for Oakland Unwrapped! clients
- Research and write up logo and graphic design referrals for Oakland Unwrapped! clients
- Research and write up basic web design and development referrals for non-Unwrapped clients
- Create formal referral relationships with the local vendors identified in research
- Create Oakland Unwrapped! online gift guides for all major holidays as identified by Foundation staff.
- Create gift guides for various types of gift recipients, for example, men, women, teens, etc. , as agreed upon by Foundation staff
- Research advertising as a potential revenue model for Oakland Unwrapped!
- Research and make recommendations and budget estimates for a comprehensive marketing and PR campaign for Oakland Unwrapped!

Final Deliverable(s) at the End of the Internship

Depending on the timing and progress of projects at the time of the internship, the Financial Innovations intern will provide one or more of the following deliverables:

- Written report of types of products that should be added to the Oakland Unwrapped! marketplace
- Spreadsheet with list and contacts 50 small businesses to recruit to Oakland Unwrapped!, including contact log and status
- Complete online step-by-step instructions for Oakland Unwrapped clients to start , update and market their websites, m
- Written summary of research and recommendations for potential revenue models for Oakland Unwrapped
- List of ecommerce development and hosting referral partners
- List of graphic design referrals for Oakland Unwrapped! clients
- List of basic web design and development referrals for non-Unwrapped clients



- Draft of Memorandum of Understanding (MOU) for formal referral relationships with the local vendors identified in research
- Signed MOUs for all formal referral partners
- Completed online gift guides for all major holidays
- Completed online gift guides for all gift recipient types identified by Foundation staff
- Written recommendations and budget for comprehensive Oakland Unwrapped! marketing and PR campaign

Qualifications, Skills and Abilities

- Junior or Senior enrolled in a bachelor's degree program or at an accredited 4-year college or university; business, finance, related majors, or 1st-year MBA student
- Demonstrates the ability to read, comprehend and explain complex information
- Good logical thinker
- Excellent written, organizational, and communication skills
- Solid computer skills, including Microsoft Word, Excel, Outlook, Access, and PowerPoint required.
- Interest in e-commerce, socially responsible and green business
- Interest and course work or experience in product development
- Interest in website development and design
- Interest in e-commerce and social media as tools for community development
- Interest in social marketing and behavioral economics
- Friendly personality, with excellent phone skills and willingness to call new organizations
- Experience with internet research to provide information for presentations, projects, and programs.
- Capacity to work effectively in a fast paced environment, as part of a team or independently
- Tact, diplomacy, good judgment, discretion and ability to make sound decisions
- Detail oriented, accurate and timely with assigned tasks
- Self-motivated and possesses a drive to produce quality work
- Capacity to take initiative, consult, share information and ask when needed
- Flexibility and ability to work on new and varied tasks, as needed
- Have a true "customer service" attitude
- Curiosity about, interest in, or passion for community development
- Curiosity about, interest in, or passion for banking or finance
- Great sense of humor a plus
- Fluency in Spanish a plus

How to Apply

To apply for an internship position, complete the online form at <http://onecalfoundation.org/intern> .

Thank you for your interest in OneCalifornia Foundation and Bank. Please direct internship questions to Alan Fox at foxsrch@pacbell.net.