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## NYC BUSINESS EXPRESS KNOWLEDGE & CONTENT MANAGEMENT INTERN

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### **AGENCY DESCRIPTION:**

The New York City Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York's small businesses and commercial districts. SBS makes it easier for companies in New York City to start, operate, and expand by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce. With a staff of 300 employees and a budget of \$190 million, SBS is quickly becoming one of the most respected and dynamic agencies in the City. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

### **NYC Business Express Unit Description:**

NYC Business Express is a large-scale, multi-Agency, Mayoral priority project that is creating a one-stop, online portal where businesses can apply for permits, licenses, and incentives, make payments, find ways to reduce costs and receive technical assistance. In December 2006, SBS, in partnership with the City's technology Agency, the Department of Information Technology and Telecommunications (DoITT), launched the first version of NYC Business Express ([www.nyc.gov/BusinessExpress](http://www.nyc.gov/BusinessExpress)).

NYC Business Express provides all the information necessary for an entrepreneur to start a business in fifteen different industry sectors (covering 92% of businesses in New York City), including a customized list of City, State, and Federal regulations, licenses, permits, and other relevant information. Business customers can also use an Incentives Estimator to learn about incentives for which they might be eligible, create user accounts to save their business scenarios, and apply for twenty-one licenses online, providing information once and only when it is needed.

By providing easy to understand and action business information in one place, NYC Business Express helps businesses save time and money. Subsequent releases of NYC Business Express will phase in additional functionality and support for additional business types throughout 2009, 2010, and beyond.

### **INTERNSHIP RESPONSIBILITIES**

SBS seeks an NYC Business Express Content Management Intern to play a key role in the development of NYC Business Express. Under the supervision of the NYC Business Express Director of Knowledge and Content Management, the Intern will help ensure the integration of content into the architecture of this rapidly developing web resource, working in the following functional areas:

- **Write and Review Content:** Work with the SBS project team and Agency partners to create content for the NYC Business Express website. Review all content prior to publishing to ensure that the information accurately follows business rules, identify discrepancies and update website logic and business rules accordingly, and ensure that content is complete and presented in a consistent voice.
- **Develop Training and Support Materials:** Synthesize and document NYC Business Express related processes and changes to create and maintain training materials that are clearly written and easy to follow.
- **Collect and Synthesize Data:** Assist with the coordination and collection of information from City and State Agencies and other stakeholders. Collect, document, analyze and report on active and passive user feedback and other relevant metrics to inform continuous process and application improvements. Help support user testing and help develop communications that both solicit and respond to user feedback.
- **Create and Manage Application Logic:** Work with Agency partners and conduct research to identify business rules and translate them into logic that results in the accurate output of information. Maintain documentation that maps the output provided by NYC Business Express as a result of a user's answers to specific questions.

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# INTERNSHIP

## **PREFERRED SKILLS/KNOWLEDGE:**

The ideal candidate will have the following skills and characteristics:

- Excellent MS Office skills: MS Word, MS Excel, MS PowerPoint, MS Visio, MS Project and MS Outlook
- Excellent organizational and time management skills
- Ability to produce thorough, accurate, and clear documentation and training materials
- Strong writing, editing and verbal communication skills
- Strong and demonstrable analytical skills
- Experience developing / executing test plans
- Experience in or aptitude for marketing and / or design
- Ability to work well in a team environment
- Experience working with content management software, such as TeamSite
- Experience with content management, QA testing, or web development
- Entrepreneurial or small business experience

**This is a paid internship.**

**Please note you must be enrolled in an accredited college/university to qualify for this internship.**

To apply, **please email** your resume, cover letter and a writing sample (not to exceed two pages) including the following Subject Line: **Knowledge & Content Management - Internship** to:

**[careers@sbs.nyc.gov](mailto:careers@sbs.nyc.gov)**

If you do not have access to email, please mail a cover letter & resume to:  
NYC Department of Small Business Services  
Human Resources Unit  
110 William Street  
New York, New York 10038

**NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.**