



NEW JERSEY OFFICE OF THE SECRETARY OF

**HIGHER
EDUCATION**

The Office of the Secretary of
Higher Education
(OSHE)

NJ Career Accelerator
Internship Grant
Opportunities

Retail Trade

A rose in december

629-2 stokes road, Medford NJ 08055

Social media manager, Hybrid, 1 open position

Overview of Position

The position would be for a social media and marketing manager. They would be responsible for creating, updating and managing social media as well as the business website. They would also be responsible for the merchandise for sale in the front of the store.

Responsibilities/Duties/Projects

Social media manager duties can include the following:

- Create unique social media content on a weekly basis
- Create and implement a posting schedule
- Update social media platforms including Instagram, Facebook and X
- Create and manage a TikTok account
- Develop and implement plan to reach a larger online audience
- Promote business social media accounts to current and prospective customers
- Update business website with current content and community outreach opportunities
- Monitor and respond to reviews across multiple platforms including Facebook, Google and Yelp
- Monitor and post new content on community social media pages
- Photograph new products and projects to be used in future promotions
- Rotate seasonal items that are for sale and arrange them in a display
- Promote seasonal decor items online

Desired Majors

Business, Entrepreneurship & Human Resources, Communications

How To Apply

Send resume and transcripts to Aroseindecemberinc@gmail.com

Manager, Hybrid, 1 open position

Overview of Position

Assist in managing the day-to-day operations of the store as well as employees and inventory.

Responsibilities/Duties/Projects

Manager duties can include the following:

- Develop and implement employee work schedule
- Assist in payroll responsibilities
- Create an employee handbook
- Create a standard system for employee reviews
- Work with owner to resolve customer concerns
- Assist in writing and promoting job opportunities
- Review job applications for potential new hires
- Participate in job interviews including providing feedback after the interview
- Maintain cleanliness and organization of work and customer areas
- Develop standardized routine for opening and closing store
- -Identify daily/weekly/monthly tasks and create a schedule for fulfilling tasks
- Oversee daily deliveries of product and the rotation of product into inventory
- Assist with inventory control and identifying when new product needs to be ordered
- Assist in ordering of new product
- Maintain financial records utilizing the point-of-sale technology
- File records using an already established system

Desired Majors

Business, Entrepreneurship & Human Resources

How To Apply

Send resume and transcripts to Aroseindecemberinc@gmail.com

Technology coordinator, Hybrid, 1 open position

Overview of Position

Assist in managing the in-store technology including the physical components (computers and printers), software and online elements. They would also assist in maintaining the technology infrastructure of the building.

Responsibilities/Duties/Projects

Technology coordinator duties can include the following:

- Assist in the troubleshooting of technology problems as they arise
- Develop a rotation schedule for updating computers and printers
- Research new software being used in the floral industry and point-of-sales
- Present new floral software suggestions to owner and manager
- Maintain software updates
- Identify and correct vulnerable online security concerns
- Train staff in using new technology
- Maintain internal network of computers

- Assist owner and manager in the development of a new website

Desired Majors

Technologies & Technicians

How To Apply

Send resume and transcripts to Aroseindecemberinc@gmail.com

ETD Discount Tire Centers, Inc.

375 South Dean Street, Englewood, NJ 07631

Accounting Analyst, In-person, 1 open position

Overview of Position

Intern would be responsible for accounting and analysis related to our growing wholesale business including tracking sales, tracking payments, tracking popular tires sold, preparing analysis and statistics, finding opportunities, etc.

Responsibilities/Duties/Projects

Accounting Analyst duties can include the following:

- Track receivables and payments
- Analyze delivery methods
- Analyze sales statistics
- Monitor orders
- Prepare inventory analysis
- Reconciling accounting records

Desired Majors

Business, Entrepreneurship & Human Resources, General Studies

How To Apply

Send resume to kevin@etdtire.com

Flows Tasty Treats

32 Noble Street, Newark NJ 07114

Social Media Marketing and Business Development Support Roles, Hybrid, 5 open positions

Overview of Position

Flows Tasty Treats is looking to hire 5 interns this summer for roles involving social media marketing and Business Development. Two interns would be responsible for creating and promoting content that would help promote our product and mission on all social media platforms.

The remaining three will focus on Business Development initiatives that would help the company acquire new business from a wide range of customers to support our expansion efforts.

Both roles will expose students to the ins and outs of running a small business while enabling them to develop critical 21st century skills such as communication, problem solving, collaboration and leadership.

Responsibilities/Duties/Projects

Social Media Marketing and Business Development Support Roles duties can include the following:

- Examples of intern responsibilities: Social Media Marketing
- Research successful social media marketing campaigns
- Develop social media marketing strategy.
- Develop social media marketing campaign on various platforms.
- Track campaign results and adjust accordingly.
- Attend sales training offered through the Grant Cardone University Platform
- Attend weekly check-in with Executive Director
- Examples of responsibilities: Business Development
- Attend sales calls alongside the CEO.
- Research and propose new sales channels.
- Research and apply to various Farmers markets in the NJ area.
- Research and pitch our product to wineries/bars across the country.
- Make cold calls to grocery stores, restaurants, and other retail venues.
- Manage the sales tracking process on google sheets.
- Propose edits to improve effectiveness of pitch.

Desired Majors

Business, Entrepreneurship & Human Resources, Arts & Design, Communications, Open to all Majors

How To Apply

Send resume and cover letter to contact@flowstastytreats.com

Hope Chocolates

1700 South Broadway Camden NJ 08104

Sales, Marketing, & Social Media Analyst, Hybrid, 2 open positions

Overview of Position

The Sales, Marketing, & Social Media Analyst will be responsible for implementing portions of the Hope Chocolates Marketing and Sales Plan previously developed in 2023. The Analyst will also perform a set of Marketing and Communications analyses focused on improving Brand Awareness and increasing Sales of Hope Chocolates products. Each analysis will focus on marketing, sales, or social media depending on their academic interest.

Responsibilities/Duties/Projects

Sales, Marketing, & Social Media Analyst duties can include the following:

- Develop holiday product campaigns
- Develop strategies for market testing
- Evaluate and market test different types of products and product packaging
- Develop surveys of existing customers to understand their feedback, preferences, recommendations etc.
- Develop articles on Hope Chocolates story, successes, and employee stories for publication
- Pursue media outlets for publishing stories on Hope Chocolates
- Develop strategy to increase brand awareness
- Research various on-line advertising options (e.g., Google)
- Develop recommended strategy and implementation plan for advertising
- Measure the results of various advertising campaigns
- Implement additional automation in Wix to increase sales (checkout offers)
- Develop content and make changes to eCommerce site regarding events, communications, and other activities
- Develop content for Hope Chocolates Facebook page based on the Personas and Customer Journey Roadmap contained in the Marketing & Sales Plan
- Evaluate success of posts using information from Facebook and our Wix eCommerce Site (e.g. customer conversion rates)
- Develop strategy to increase the number of followers of site
- Develop social media improvement plans
- Evaluate Facebook advertising to increase sales
- Develop content for Hope Chocolates email campaigns based on the Marketing & Sales Plan
- Send out emails from Wix every 1-2 weeks; emails should be a mixture of product related posts, holiday and other campaigns, business related posts on how Hope Chocolates is improving the lives of its employees, and topics on Re-Entry of ex-offenders into society

Desired Majors

Business, Entrepreneurship & Human Resources, Communications, General Studies, Open to all Majors

How To Apply

Send resume, cover letter, and transcripts to info@hopechocolates.com

Suga Cain Enterprises, LLC dba Ninalem's Party

5105 State Route 33, 2nd Floor, Wall Township, NJ 07727

Sales Intern (Wholesale Sales), In-person, 1 open position

Overview of Position

As a Wholesale Sales Intern at Ninalem's Party, you will play a pivotal role in supporting the wholesale sales team to expand our market reach and enhance customer relationships. This internship provides a unique opportunity to gain hands-on experience in wholesale operations, client management, and business development within the lively party decor industry.

Ninalem's Party is a statement party supply brand with a mission to inspire the world to Party Unapologetically! We are a female-founded brand that manufactures and designs bold, snarky, and stylish party supplies you won't find anywhere else. In addition to our strong e-commerce presence, we can be found in over 400+ stores nationwide including HomeGoods and Urban Outfitters. Our products are perfect for bachelorette parties, girls weekends, birthdays and more!

Responsibilities/Duties/Projects

Sales Intern (Wholesale Sales) duties can include the following:

1. Client Relationship Management:
 - Assist in managing relationships with wholesale clients.
 - Respond to inquiries and provide excellent customer service to wholesale partners.
2. Sales Support:
 - Collaborate with the sales team to develop and implement strategies for reaching sales targets.
 - Prepare sales materials and presentations for client meetings, including samples and linesheets/catalogs.
3. Order Processing:
 - Support the order processing workflow, ensuring accuracy and timely fulfillment.
 - Coordinate with internal teams to facilitate smooth order transactions.

4. Market Research:
 - Conduct market research to identify potential wholesale clients and market trends.
 - Analyze competitor activities and identify opportunities for growth.
5. Communication:
 - Communicate regularly with wholesale clients to gather feedback and address any concerns.
 - Assist in the creation of marketing materials to promote wholesale products.
6. Data Analysis:
 - Analyze sales data to track performance and identify areas for improvement.
 - Prepare reports on sales metrics for review by the sales team.
7. Business Development:
 - Contribute to identifying new business opportunities and potential partnerships.
 - Assist in the development of strategies to expand the company's wholesale customer base.
8. Administrative Support:
 - Provide general administrative support to the wholesale sales team.
 - Maintain organized records of client communications and transactions.

Desired Majors

Business, Entrepreneurship & Human Resources

How To Apply

Send resume, cover letter, and transcripts to careers@ninalemsparty.com

Suga Cain Enterprises, LLC dba Ninalem's Party

5105 State Route 33, 2nd Floor, Wall Township, NJ 07727

E-commerce Intern (Omnichannel), In-person, 1 open position

Overview of Position

Ninalem's Party is searching for a dynamic E-commerce Intern who is ready to immerse themselves in the exciting world of online retail! In this exciting role, you will gain hands-on experience in managing e-commerce operations across platforms such as Amazon, Etsy, Shopify, and other marketplaces. This internship offers a unique opportunity to contribute to various aspects of our e-commerce strategy, from product listings to customer engagement.

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Responsibilities/Duties/Projects

E-commerce Intern (Omnichannel) duties can include the following:

1. Multi-Platform Management:
 - Assist in managing product listings and storefronts on Amazon, Etsy, Shopify, and other e-commerce platforms.
 - Ensure consistency and optimization of product information across platforms.
2. Order Fulfillment:
 - Support the order processing workflow to ensure accurate and timely fulfillment.
 - Coordinate with logistics and warehouse teams to optimize inventory and shipping processes.
3. Customer Engagement:
 - Respond to customer inquiries and reviews on different platforms.
 - Contribute to customer engagement strategies to enhance the online shopping experience.
4. Digital Marketing Collaboration:
 - Collaborate with the marketing team to execute digital marketing initiatives on e-commerce platforms.
 - Assist in creating and scheduling content for product promotions and campaigns.
5. Analytics and Reporting:
 - Analyze e-commerce metrics, sales data, and customer behavior.
 - Prepare reports on performance indicators and provide insights for optimization.
6. Competitor Analysis:
 - Conduct research on competitors within the party supply market on various platforms.
 - Identify opportunities for differentiation and improvement.
7. Product Launch Support:
 - Assist in the launch of new products on e-commerce platforms.
 - Contribute to strategies for product visibility and promotion.
8. Website Maintenance:
 - Contribute to the maintenance and updating of the company's e-commerce website.

- Ensure accurate product information, pricing, and a user-friendly experience.
9. Collaboration with Marketplace Policies:
- Stay informed about and comply with policies and guidelines on each e-commerce platform.
 - Contribute to strategies that align with platform-specific requirements.
10. Content Creation:
- Assist in creating compelling product descriptions, images, and other content to drive sales.
 - Contribute to the development of marketing materials for online campaigns.

Desired Majors

Business, Entrepreneurship & Human Resources, General Studies, Humanities & Languages

How To Apply

Send resume, cover letter, and transcripts to careers@ninalemparty.com

Graphic Design Intern, In-person, 1 open position

Overview of Position

Ninalem's Party is seeking a Graphic Design Intern to unleash their creativity in a fun and exciting environment. This internship provides a hands-on opportunity to work on diverse design projects, contributing to the visual identity of our brand. If you have a passion for graphic design and a flair for creating visually stunning content, we invite you to apply.

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Responsibilities/Duties/Projects

Graphic Design Intern duties can include the following:

1. Visual Content Creation:
 - Design eye-catching graphics for various marketing materials, including social media posts, promotional banners, and email campaigns.
 - Contribute to the creation of visually appealing product images and packaging designs.
2. Branding Support:

- Assist in maintaining and evolving the visual brand identity across all design collateral.
 - Collaborate with the marketing team to ensure consistency in brand representation.
3. Digital and Print Design:
 - Create graphics for online platforms, including website elements and social media content.
 - Contribute to the design of print materials such as flyers, brochures, and packaging.
 4. Product Photography Enhancement:
 - Work on enhancing product photos through retouching and editing to maintain a high-quality and consistent visual standard.
 5. Collaboration with Marketing Team:
 - Collaborate with the marketing team to brainstorm and execute creative ideas for campaigns and promotions.
 - Participate in cross-functional projects to integrate design elements seamlessly.
 6. Trend Research:
 - Stay informed about design trends in the party supply and related industries.
 - Contribute insights and ideas based on current design trends and innovations.
 7. Feedback Incorporation:
 - Receive constructive feedback on design projects and incorporate it into refined and improved versions.
 - Learn from experienced designers to enhance design skills.
 8. File Organization and Management:
 - Maintain organized files and folders for design projects, ensuring easy access and collaboration with team members.

Desired Majors

Arts & Design

How To Apply

Send resume, cover letter, and transcripts to careers@ninalemsparty.com

Content Creation/Social Media Marketing Intern, In-person, 1 open position

Overview of Position

Ninalem's Party is searching for a dynamic Content Creation intern to join our team for Summer 2024. You will play a crucial role in developing and implementing creative content across

various platforms. This internship provides a unique opportunity to gain hands-on experience in content creation, digital marketing, and social media management within the vibrant and exciting party industry.

Ninalem's Party is a statement party supply brand with a mission to inspire the world to Party Unapologetically! We are a female-founded brand that manufactures and designs bold, snarky, and stylish party supplies you won't find anywhere else. In addition to our strong e-commerce presence, we can be found in over 400+ stores nationwide including HomeGoods and Urban Outfitters. Our products are perfect for bachelorette parties, girls weekends, birthdays and more!

An energetic and innovative content creation intern with a flair for creativity and a deep understanding of platforms like TikTok, Instagram/Reels, and Youtube/Shorts. As an adept storyteller, you prioritize authenticity and feel at ease in front of the camera. Your passion for TikTok and content creation extends to both video and static formats. Keeping abreast of the latest trends in marketing, technology, and the digital realm is second nature to you, ensuring your content remains relevant. With a self-motivated and inspired approach, you bring big ideas to the table, making you a dynamic force in the world of content creation.

Responsibilities/Duties/Projects

Content Creation/Social Media Marketing Intern duties can include the following:

1. Content Development:
 - Conceptualize, create, and execute TikTok, Instagram/Reels content (video & static)
 - Identify emerging trends and activate quickly to drive innovation, grow engagement, and community size within the platform
 - Create engaging and visually appealing content for digital platforms, including social media, website, and email campaigns.
 - Generate ideas for new and innovative content to showcase our products and services.
 - Report on top-performing content for data-driven content creation
2. Social Media Management:
 - Assist in managing and growing our social media presence.
 - Schedule and publish content on platforms such as Instagram, TikTok, and Youtube/Shorts
 - Monitor social media trends and engagement analytics to optimize content strategy.
3. Photography and Videography:
 - Capture high-quality photos and videos of party supplies and decorations.
 - Edit and enhance visuals to maintain a consistent and attractive brand image.
4. Collaboration:
 - Collaborate with other interns and team members on cross-functional projects.

5. Research and Trends:
 - Stay updated on industry trends and competitor activities.
 - Research popular themes and preferences in the party supply market.
6. Communication:
 - Contribute to the development of written content, including product descriptions, blog posts, and marketing copy.
 - Assist in responding to customer inquiries and comments on social media.

Desired Majors

Communications, Business, Entrepreneurship & Human Resources

How To Apply

Send resume, cover letter, and transcripts to careers@ninalemsparty.com

Yudin's Inc

378 Main St, Wyckoff, NJ 07481

Marketing Intern, In-person, 1 open position

Overview of Position

Assisting our social media coordinator with Facebook, Instagram & constant contacts.

Come up with ways to reach our target customer on social media.

Responsibilities/Duties/Projects

Marketing Intern duties can include the following:

- Update Facebook, Instagram
- Start a TikTok account
- Update Yudin's website with weekly promos

Desired Majors

Open to all Majors

How To Apply

Send resume to judy@yudinsappliances.com