



Internship Role Description for Upward Mobility Scholar Applicants

Hosting Organization:	WR Immigration		
Role Title:	Marketing Intern	Number of roles available:	1
Available to (select any that may apply):	College students (2022/23 school year): Freshman <input checked="" type="checkbox"/> Sophomore <input checked="" type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior <input checked="" type="checkbox"/>		
Internship Work Address:	428 Alice Street, Suite 231, Oakland, CA 94607		
Work location & office COVID protocols	All in person <input type="checkbox"/> All virtual <input checked="" type="checkbox"/> Flexible/hybrid <input checked="" type="checkbox"/> If not virtual, COVID vaccines required? <input checked="" type="checkbox"/> Masks required in the office? <input type="checkbox"/>		
If COVID distance restrictions persist, will internship proceed this summer?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
Mission of Program:	Upward Mobility provides meaningful opportunities for students in the field of employee mobility while providing a rich pipeline of diverse talent for industry employers.		
Anticipated Start Date:	June 13	Anticipated End:	August 19
Number of weeks:	10	Hours per day:	8
Workday starts at:	9:00 am	Workday ends at:	5:30 pm
Hiring Manager's Name/Title:	Deborah Nash, HR & Operations Manager		
Hiring Manager's Email:	dnash@wolfsdorf.com		

Host Org's website:	http://www.wolfsdorf.com
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Internship Summary:

WR Immigration is looking for an intern to support our Marketing Department in summer 2022! In this role, the intern will be working directly with the Marketing Manager and Marketing Content Creator to strategize and execute marketing initiatives furthering our presence in global mobility in a variety of areas, including advertising campaigns, conferences, and awards programs. There will likely also be collaboration with members of other departments within the firm, particularly the Operations and Management teams.

For all Upward Mobility positions: Additionally, you may be required to participate in group project activities with other interns during work hours.

Essential Responsibilities of the Role:

- List the duties and responsibilities
- Research:
 - Research the firm's expertise and contrast to other firms similar to WR Immigration, providing detailed analysis in a report/presentation
 - Research Trademark laws and assist in trademarking the firm's intellectual property

- o Participate in training on the global mobility lifecycle of the movement of people including an overview of the various U.S. work visas (H-1B, L-1, etc.)

- o Work on diversity, equity, accessibility, and inclusion initiatives by interviewing leaders within the organization and sharing their success stories
- o Researching DEIA marketing platforms to promote the diverse workforce of WR

- Conferences:
 - o Assist in developing presentation content relevant to the firm’s status as a thought leader in the field of Global Mobility

- Awards:
 - o Researching Awards and assigning priority based upon relevance to the firm’s strengths and market
 - o Assist with entering the firm into Global Mobility/Technology award competitions

- Brochures and Marketing Assets:
 - o Assisting in keeping marketing handouts and brochures up to date

- Advertising Campaigns:
 - o Assist in implementing and advancing paid advertising campaigns on platforms that may include LinkedIn, Google, and Facebook.
 - o Assisting the Marketing Manager as needed.
- Provide additional assistance to the Marketing Manager as needed.

Knowledge and skills required:

Preferred Skills

- Communication
- Microsoft Office (especially Word, Outlook, and Excel)
- Writing
- Research

What does success look like for the intern at the end of the summer:

By the end of the summer, the intern will have a broad understanding of the business side of immigration law and how a firm can reach specific audiences through a variety of strategies. They will also acquire and refine skills necessary to work in a fast-paced law firm environment, such as research, time management, and communication across multiple departments.

Training Program

Interns will be provided with specific training on the software platforms that the firm utilizes in its daily operations, as well as foundational training on different aspects of immigration law (such as specific case types and the materials and processes required to successfully submit a petition to the appropriate government agency).

All Upward Mobility Interns will participate in group training for knowledge development in the Global Mobility industry. Training to occur over a series of virtual training sessions across intern program participants.

Prepared By:

Deborah Nash

Date:

03/31/2022