

## **Graduate Position**

### **SBDC Graduate Market Researcher – Seidman College of Business**

The Michigan Small Business Development Center (Michigan SBDC) helps small businesses succeed by providing consulting, training, export assistance and research for new ventures, existing small businesses and advanced technology companies. The Lead Center Office is at Grand Valley State University in Grand Rapids and there are ten (10) regional offices across the State that support entrepreneurs and business owners in all eighty-three (83) Counties of Michigan.

**Title of position:** SBDC Graduate Assistant:

**Term:** Full-time GA (20 hours/week, 15-week semester, 300 hours total). GAs are appointed for fall and winter semesters. Assistants earn \$4,000/semester and receive tuition waiver for 9 graduate level credits/semester.

#### **Responsibilities:**

Responsible for completing secondary market research and search engine optimization (SEO) report requests from the statewide network of consultants.

- Complete requests for market research and SEO analysis for the statewide network.
- Present market research and SEO reports.
- Conduct occasional internal and external market research training.
- Complete other projects and assignments as needed.

#### **Qualifications:**

- Required:
  - Strong communication skills
  - Strong analytical and critical thinking skills
  - Ability to work independently and within a team
  - Passion for small business
  - Experience with Microsoft Office products
- Preferred:
  - Pursuing MBA, MPA or MSA degrees
  - Ability to commit to the position for 2 years

#### **Selection Process:**

Please submit the following on or before August 5, 2022 to email address [mavimasi@gvsu.edu](mailto:mavimasi@gvsu.edu):

- Resume
- Cover letter describing skills and experiences related to the position, including expected graduation date
- Names and contact information for three references who can be contacted if needed

Selection: Review of applications will begin on August 8, and continue until the position is filled.

#### **Work Station:**

The assistants are provided access to desks and computers located at the SBDC Lead Center office in S. William Seidman Center. Remote working accommodations may be available.

#### **Contact:**

Sienna Mavima, Michigan SBDC Assistant State Director:

Email: [mavimasi@gvsu.edu](mailto:mavimasi@gvsu.edu)

Phone: (616) 331-7483