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MARKETING STRATEGY INTERN "The Alchemist"

Market Niche: Tech Startup;
Collaborative (Giving) Consumption;
Micro-Foundations; Benevolence;
Sharing Economy

Launched: May 2013 Private Alpha,
December 2013 Public Alpha

Corporate Structure: Common
Change is a DBA of Relational Tithe, Inc. a
registered 501(c)3 "Not For Profit"
California incorporation (2005).

Key Partners:

Google, Mountain View, CA
Points of Light, Atlanta GA
IPSG Systems, Pleasanton, CA; Bangalore
India
Softlayer, an IBM Company Dallas, TX
Eastern Michigan University, Ypsilanti,
MI

Website: CommonChange.com

Common Change is a web platform where users pool money together with people they know to share with people they care about. Common Change is built on the emerging-market seeking to experiment with new economic principals and models of giving, the so-called "sharing economy". Our early adopters are Lifestyle Givers - "donors who want to participate in more unconventional, transformative and engaged models of giving" (Eikenberry, 2008, Fundraising in the New Philanthropy Environment).

Common Change provides a robust web-based platform where groups can create their own micro-foundation. Groups are user funded and needs are user presented and user met. Common Change acts as a full-service host to giving groups: administering group funds and providing fiscal oversight through monitoring, reconciling and reporting. Members give within existing trusted networks and 100% of Group Funds go to meeting needs of individuals and families

The Position - "The Alchemist": Marketing Strategy Intern, taking the experiment to the world.

This is an opportunity to build a better world at the intersection of innovation, technology, economics and social entrepreneurship. You will receive broad exposure to a fast-paced non-profit startup environment, work closely in a team setting and help shape product and process. You will work with co-founders to define and execute on a comprehensive and creative roll-out strategy relating to customer acquisition and integration on our platform. This

internship will be focused on analysis of our current marketing campaign and developing and implementing effective go-to-market strategies. Tags: user experience, business development, marketing, SEO, GoogleAnalytics,

- Track market/customer behaviors
- Gauge current customer satisfaction
- Create new customer outreach techniques
- Assist with development of go-to-market strategies
- Support the execution of user acquisition campaigns (e.g. effectively deploying Google AdWords, Analytics and other SEO tools)
- Assist in the creation and implementation of new business processes to support the rapid growth of our organization
- Develop business protocols and walkthroughs to improve user integration and support

The Ideal Candidate

- A world-changer with the creative and technical skills and dynamism to look beyond the way things are to how they could be.
- Personable, clear, and concise written and verbal communication style
- Ability to operate well in a collaborative environment
- Applied hands-on experience with Google Adwords and Google Analytics, preferred
- General internet savvy with continuous insights into current web trends
- Ability to work independently towards the accomplishment of goals

As a Common Change intern you can expect to wear several hats and no two days will feel the same. That's a good thing! You'll be working on several exciting projects and will receive broad exposure to a fast-paced non-profit startup environment. You'll have the opportunity to make a real impact, take on new challenges and shape the organization, while working on projects that really make a difference for our company.