



We build **strength, stability, self-reliance** and **shelter**

Marketing Internship (Unpaid)

Fall 2020

About

Our mission is dedicated to building decent, affordable housing with families that live in substandard and unaffordable housing and to make decent shelter a matter of conscience and action. Our vision is seeing that all residents of the greater Providence area live in decent, affordable homes.

Under the leadership of the Board of Directors and its new Executive Director, the Greater Providence affiliate has developed an ambitious but viable strategic plan to structure, streamline, and scale up its program services.

The Fall 2020 internship cohort offers individuals an opportunity to work independently and as part of a team to make an immediate and direct positive impact, build new professional relationships, and develop valuable professional skills.

Internship Description

The Marketing internship team will work directly with the Executive Director and a marketing advisory committee to develop and implement an organization-wide marketing plan & strategy. Our demographic focus includes potential donors/sponsors, volunteers, and program participants. Key elements of the marketing plan include:

- Market Research
- Target Market Analysis
- Positioning
- Competitive Analysis
- Market Strategy
- Budget
- Metrics

Additionally, the team will work to develop and/or enhance a suite of marketing tools and applications, including:

- Social Media
- Print Media
- Video Media
- Photo Library
- Merchandise
- Advertising
- Email Marketing



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Responsibilities

- Perform market analysis and research
- Collect quantitative and qualitative data
- Support with daily marketing-related tasks
- Assist in marketing and advertising promotional activities
- Prepare promotional presentations
- Create and maintain tracking reports of digital and traditional marketing efforts
- Assist in the creation of signage, mock-ups, email campaigns, and social media content
- Develop new social media campaigns, considering current and planned promotional activities

Requirements

- A minimum weekly commitment of 8 hours
- Able to work remotely and participate in video conferencing
- Current enrollment or recent completion in a related BS or Master's degree
- Commitment to the mission and goals of Habitat for Humanity
- Strong desire to learn along with professional drive
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Solid understanding of different marketing techniques
- Familiarity with marketing computer software and online applications (e.g., CRM tools, Online analytics, and Google AdWords)
- Passion for the marketing industry and its best practices

Benefits

- Practical experience with current marketing and advertising techniques
- Engagement opportunities with successful marketing professionals
- Opportunity to participate in organization meetings
- Make new friends
- Flexible schedule

Apply

Send your resume or LinkedIn URL and the contact information of one professional reference (e.g., professor, former employer, etc.) to Mark Kravatz, Executive Director (kravatz@habitatpvd.org)

Habitat for Humanity of Greater Providence does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.