

Habitat for Humanity of Oshkosh, Inc.

Habitat Oshkosh Marketing Intern Description

Position: Habitat Oshkosh Marketing Intern

Reports to: Family Services Manager

Organization Name: Habitat for Humanity of Oshkosh, Inc.

Work Schedule: 12-15 hours per week

Wage/Salary: This is an unpaid internship

Start/End Dates: Spring or Fall Semester (120 Hours) or Academic Year (280 Hours) Summer Availability

Habitat for Humanity of Oshkosh Mission Statement:

Habitat for Humanity brings people together to build homes, communities, and hope.

Position Description:

Student Intern will assist in supporting Habitat Oshkosh programming including the Home Buyer Program, Rock the Block and fundraising efforts including HFHO's annual event, Home is Where the Heart is. An intern would assess the current marketing efforts, suggest, and implement new strategies aimed at increasing community knowledge and support of Habitat Oshkosh.

Duties and Responsibilities:

Responsibilities:

- Design creative and authentic social media posts and maintain an engaged presence across a variety of social media platforms.
- Create marketing materials including flyers, door hangers, thank you cards, or other physical items in accordance with the intern's marketing strategy.
- Assist in creatively recruiting qualified applicants - Habitat for Humanity partner families, volunteers, and donors.
- Understand Habitat's mission and be able to accurately represent program goals and requirements in marketing efforts.
- Write and design newsletters.
- Work in coordination with the ReStore Marketing Intern
- Network with a variety of human services organizations in Oshkosh.
- Work with staff to promote special events.

This intern may have the opportunity to be part of the following, based on the individual's skills, knowledge and interest:

- Board of Directors meetings
- Plan and implement fundraising events
- Research and apply for funding through grants
- Work with Habitat staff to determine volunteer needs
- Communicate regularly with volunteers through phone calls, emails, social networking sites and newsletters
- Research and conduct outreach to community organizations, colleges and corporations with volunteer initiatives to coordinate volunteer involvement
- Collect and manage feedback regarding volunteers and volunteer activities. Share feedback with staff to make improvement in volunteer process

Qualifications:

Applicants should be looking for a broad opportunity to learn diverse skills from a non-profit organization. They should be comfortable with networking and fundraising.

- Excellent written and verbal communication skills
- Good computer skills and ability to navigate social media
- Attention to detail and ability to work both independently and as part of a team
- Good interpersonal skills and the ability to work with diverse populations

Desired Skills/Experience:

- Experience working with working class families
- Knowledge of local community resources
- Strong organizational skills
- Ability to work independently and multitask
- Proficient in Microsoft Office

Hours: Flexible schedule to meet the needs of intern and agency. HFHO Affiliate office hours are Mon-Fri 9am-5pm with occasional evenings and weekend hours.

Application Instructions

Send cover letter and resume to Anne Van De Hey ahey@habitatoshkosh.org

Job Title: HFHO Marketing Affiliate Intern