



HomeWorks Trenton Business and Marketing Internship Description

HomeWorks Overview:

HomeWorks Trenton is a 501(c)(3) non-profit organization that provides an after-school boarding program to underserved middle and high school girls in Trenton, NJ. Our mission is to inspire and equip young women from marginalized communities to achieve their potential and positively transform the world around them by providing a supportive and educational residential environment.

Position Description:

Under the supervision of the HomeWorks Trenton Development and Program Manager, the Business and Marketing Intern will work with the HomeWorks staff to create and update business and marketing materials, and develop branding and content for specific stakeholders, including HomeWorks' scholars, their families, donors, and community partners. You will also evaluate our current marketing platforms and come up with strategies to improve HomeWorks' online outreach. Specific duties will include creating a marketing and business plan, updating success measures, conducting evaluations on HomeWorks' outreach, writing weekly blog posts, submitting articles to newspapers, making promotional material on Canva and other design platforms, and relating the HomeWorks' brand on different social media platforms. Some duties will take place in the office or remotely while others will require he/she/they to be on site, interacting with the scholars and their families (dependent on COVID-19 developments). Interns must be committed to the mission of HomeWorks and respectful of the community it serves.

Responsibilities:

- Create a business plan and marketing plan under direction of the Development and Program Manager.
- Work with the HomeWorks team to update the website and execute the social media strategy.
- Create media content on various platforms.
- Assist in all aspects as needed to help HomeWorks achieve measurable success.

Required Training:

- HomeWorks Intern Orientation

Desired Qualities:

- Strong commitment to HomeWorks' mission, values and scholars.
- A Business/Marketing degree (attained or in progress).
- Knowledge of social media outreach across various platforms.
- Experience with marketing preferred.
- Be skilled at a variety of software: Canva, Microsoft Word, Excel and PowerPoint are required; knowledge of InDesign and Photoshop a plus.
- Strong commitment to HomeWork's mission, values and scholars.

- Professional, reliable, and honest.
- Demonstrate excellent verbal and written communication skills.
- Strong attention to detail with very good organizational and follow-through skills.
- Ability to be flexible and juggle multiple tasks.
- Ability to take initiative, ownership and accountability
- Ability to work independently as well as collaborate as part of a team.

Hours of Dedication:

- For 8 weeks in the summer, the Marketing/Business Intern is expected to work from 9-5pm, Monday-Friday.

Terms of Compensation:

This is an unpaid position. There is opportunity for school credit if allowed by the college/university of the applicant. Position offers an excellent opportunity to work on substantive projects and can result in a great reference.

Equal Opportunity Employer Policy:

HomeWorks is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.