



LIFEHOUSE

Marketing Internship Program

Intern Summary:

The intern position offers hands-on exposure to a wide range of non-profit ministry marketing and development activities by utilizing marketing avenues such as social media, photography, and media to increase community awareness of LifeHouse. The intern will also gain valuable experience in content creation and small business marketing with LifeHouse's social enterprise, *Seed Two Harvest*. The internship will be performed over the course of one academic semester, 12-15 hours each week, with an initial orientation, on-going supervision, and a final evaluation of the experience.

Education Requirements:

- Currently enrolled in an accredited university.
- Pursuing a marketing, communications, nonprofit management or related degree.

Skills & Experience Requirements:

- Social media proficiency.
- A strong desire to work in the non-profit field.
- Experience in social media for business or organizations preferred.
- Knowledge of social media analytics software preferred.
- Knowledge and experience of social media ads preferred.
- Experience with content management systems and content creation software.
- Excellent written and oral communication skills.
- Superior organizational skills and attention to detail.
- Outgoing personality with outstanding interpersonal skills.
- Ability to work independently as a team member.
- Detail-oriented, energetic, and quick learner possessing writing, editing, research and organizational skills.
- Excellent time management and ability to prioritize tasks.
- Interest in making a difference in the community.

Benefits

- An opportunity to earn class credit (if applicable).
- Hands-on experience in a non-profit ministry as well as small business (social enterprise).
- Network opportunities with local ministries.
- Workforce preparation training including initial and exit interview, professional communication development and teamwork experience.

Intern Responsibilities:

This position will work directly with the Development & Events Manager. Duties and responsibilities will vary; possible projects include:

- Assist in drafting ministry related communication including, but not limited to, seasonal newsletters, brochures, and email campaigns.
- Develop, plan and execute social media marketing campaigns to increase social media presence and create consistent branding.
- Increase social media engagement by staying active with followers and donors on social media.
- Conduct research and analytics on non-profit and small business marketing in a ministry-centered environment.
- Design of flyers, graphics, and other marketing material for events and promotion consistent with ministry branding guidelines.
- Identify and track engagement analytics to identify high performing ads and campaigns and develop relevant advertising schedules.
- Create and analyze effective Facebook and Instagram ads.
- Tag and share content to promote community partnerships. Follow like-minded partners and share relevant content.
- Utilize design platforms such as Canva to create content for social media and email marketing.
- Develop and create plan for diversified social media content for various audiences.
- Conduct research on social enterprise industry trends.
- Create press releases for appropriate events and coordinate with local media.
- Utilize creative marketing/advertising methods to attract and recruit community members.
- Advocate for the ministry in your own sphere of influence.
- Other duties as assigned

Time Commitment:

Intern hours are available Monday – Friday between the hours of 9 am – 4 pm. Work hours are to be determined by the Intern supervisor; interns will have the ability to preference a schedule of their choosing. Possible schedules will be created and approved by the Intern supervisor.

Interns will be required to work a minimum of 12 hours per week on a routine schedule. Interns that are local to Houston will be given the opportunity to engage with the LifeHouse staff and campus in-person, barring any safety concerns due to COVID-19.

Compensation:

This is an unpaid/volunteer internship with the opportunity to earn college credit.

To apply: Email cover letter and resume to katie.madden@lifehousehouston.org. For more information regarding the ministry of LifeHouse, visit www.lifehousehouston.org.