



Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

Towards Employment

Internship Role Title:

Digital Marketing & Social Media Intern

Number of roles available:

1

Available to (select any that may apply)

High School Student

College Student

Work Location & Office Covid Protocols is applicable (select any that may apply)

Flexible/hybrid- The role can be a combination of virtual and in person

If not virtual, Covid vaccines are required

Internship Work Address:

3301 saint clair ave
Cleveland, Ohio, 44114

Many of applicants utilize public transportation. Is the work location accessible by public transportation?

Yes, the work location is accessible by public transportation (Bus/Train)

If you selected yes, the work location is accessible by public transportation please provide additional information such as what bus or train line is accessible to the work location

Yes - Bus stop directly in front of office building

Mission of Hosting Organization

Mission/Purpose

Towards Employment champions the potential of every person to succeed in a rewarding career while working to create an equitable and inclusive workforce for tomorrow.

We:

- Have 47 years of experience helping people find jobs, navigate life's obstacles, and secure long-term careers.
- Partner with businesses who trust TE to prepare new/current employees for success.
- Use rigorously evaluated programs to promote greater economic mobility and access to opportunity.

We envision a dynamic world of work where all people - regardless of race, justice system involvement, or where they live - have an opportunity to thrive.

How does this internship role support the mission/purpose of the organization

By assisting in developing, and implementing marketing strategies including social media, website updates, and fundraising events. This role is critical for Towards Employment's digital community

engagement, program recruitment, and fundraising as a non-profit organization.

What functions within the organization will the intern be working with? For example, this role will work with Staff Counselor, Finance Staff, and Operations Team

The intern will be directly integrated with the Advancement & Community Engagement team and work cross-functionally with Outreach & Development. The intern will work collaboratively with the Digital Media & Marketing Coordinator, and the Community Engagement team.

Will there be additional networking opportunities within the organization for the intern to gain exposure to other roles and functions.

Yes - This intern will gain exposure to and work with many other roles in the organization as part of community engagement strategies, as well as have opportunities to interact with other non-profit organizations and partners for fundraising and digital engagement.

Anticipated Start Date Monday, May 27, 2024

Anticipated End Date Friday, August 2, 2024

Total Number of Weeks for the internship: 10

Total Number of hours per week the intern is expected to work: 25

Workday starts at: (start time or flexible) 8:30am (Flexible)

Workday ends at: (start time or flexible) 5:00pm (Flexible)

Host Organizations website:
<http://www.towardsemployment.org>

Contact Name Sandi Rosado

Contact Email srosado@towardsemployment.org

Mentor Name Sandi Rosado

Mentor Email srosado@towardsemployment.org

Internship Summary

In this role, the intern will get to...

- Have the opportunity to build up your portfolio while helping develop social media and digital promotional campaigns to boost brand engagement and lead generation initiatives.
- Assist in managing social media channels (LinkedIn, Facebook, Twitter, Instagram, YouTube, TikTok) and content calendar to ensure timely, relevant and engaging content.
- Build content writing & design skills while maintaining the consistency of the Towards employment brand.
- Gain exposure to new technologies such as AI and G4 analytics.
- Assist in the planning and execution of Towards Employment's fundraising event(s) in partnership with a world-renowned musical talent, including digital marketing, event content generation, and internal strategy meetings.

- Receive one-on-one mentoring.
- Gain exposure to a variety of professions within the non-profit industry.
- Produce a final presentation at the end of the internship showcasing an updated portfolio.
- Work at a nationally recognized non-profit organization.

Essential Responsibilities of this role?

Developing digital marketing strategies using social media and other relevant digital engagement tools. Developing written, graphic, and video content for digital engagement on social media and our website. Coordination of digital reports including website and social media analytics using G4 and other digital tools.

Skill Development Opportunities



Knowledge and skills required for this role

Required:

- Excellent written and oral communication skills
- Excellent computer and digital literacy
- Excellent organizational skills

Preferred:

- Basic graphic design skills (E.g. Canva, online editing tools)
- Basic video editing skills (E.g. Tiktok, Instagram/Facebook Reels)
- Adobe Creative Suite experience preferred but not required

What does success look like for the intern at the end of the summer

A successful internship experience at Towards Employment is to create a marketing campaign from concept to completion using a mix of digital and print tools to increase lead generation. The intern will have gained crucial experience in creating a marketing campaign from concept to delivery, as well as having gained insight on key soft-skills and project management. Successful completion will be highlighted in a final presentation of the intern’s updated portfolio at the end of the internship.

Other information

The intern is expected to provide updates on current projects weekly, or as needed during working hours. The intern will be exposed to all marketing and digital media, including development and outreach, and will play a key role in Towards Employment’s digital strategies.

Prepared by: Sandi Rosado

Date Thursday, December 7, 2023