

## Internship Role Description

for Eleven+ Scholar Applicants

**Name of Hosting Organization:**

HFLA of Northeast Ohio

**Internship Role Title:**

Marketing and Outreach

**Number of roles available:**

1

**Available to (select any that may apply)**

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

**Internship Work Address:**23300 Chagrin Blvd., Suite 204, Suite 204  
Cleveland, OH, 44122**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**

Our office is located on a single bus line. While there is some access, it is limited and may not be the best option if another mode of transportation is available.

**Mission of Hosting Organization**

HFLA of Northeast Ohio provides interest-free loans to promote the economic self-sufficiency and growth of Northeast Ohioans who are unable to access safe and fair lending resources.

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

The best way we can communicate and reach our constituents is through partnerships with a variety of local agencies and through various media outlets. We also hope to engage non-English speaking communities and finding new ways to connect.

**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**

This intern will work with the fundraising and executive leadership to improve existing communication and identify new modes and outlets to share our story.

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

We are a small organization (5-7 staff). There would be plenty of opportunity to connect with other staff members and even actively participate in other staff functions.

<b>Anticipated Start Date</b>	Saturday, July 1, 2023
<b>Anticipated End Date</b>	Monday, August 14, 2023
<b>Total Number of Weeks for the internship:</b>	10
<b>Total Number of hours per week the intern is expected to work:</b>	20
<b>Workday starts at: (start time or flexible)</b>	flexible
<b>Workday ends at: (start time or flexible)</b>	flexible
<b>Contact Name</b>	Carrie Miller
<b>Contact Email</b>	carrie@interestfree.org

**Host Organizations website:**

[www.interestfree.org](http://www.interestfree.org)

**Internship Summary**

HFLA of Northeast Ohio is a 120-year-old organization. Even with that impressive history, we are one of the lesser-known service agencies in the community.

We are looking for a candidate who can help us amplify the work we are doing to educate our community about our work. We are looking for creative ideas to tell our story and new venues to share.

There will be some specific activities and programs taking place throughout the year we hope will engage a wider audience in a broader geographic footprint and need help to share.

**Essential Responsibilities of this role?**

This role will be a part of the creation/creative process used to find new ways to tell our story. We are open to ideas that help to reinvent how we present ourselves to the community--either visually or through storytelling.

This person will work within a team to develop ideas and come up with a plan to execute. This could include graphic design, public speaking, writing for newsletters and other digital communication, among other things.

**Skill Development Opportunities**

Communication Skills	Interpersonal Skills
Teamwork	Creativity

**Knowledge and skills required for this role**

We are hoping to work with someone with strong writing and communication skills. Someone with a creative background (arts/marketing) who can bring creative thinking and ideas.

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

Success would be helping us get on the path to an overhaul of our storytelling and marketing. This

could include a new visual product or new engagement with our constituents and community that unlocks a new group of people engaged with our organization.

**Other information**

We are really hopeful to find someone interested in the creative process and developing a creative product. This would be a true marketing position--finding traditional/new outlets to market the work of HFLA with the ultimate goal of increasing loan applicants and developing a story that best helps partners make good referrals.

**Prepared by:** Carrie Miller

**Date** Friday, December 9, 2022