

Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

Towards Employment

Internship Role Title:

Storytelling & Community Engagement Intern

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:

3301 Saint Clair Avenue
Cleveland, OH, 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

There is a bus stop in front of our building - the #31, 10 and 1 busses travel between the Stephanie Tubbs Jones station, University Circle and Downtown.

Mission of Hosting Organization**Mission/Purpose**

Towards Employment empowers people to achieve and maintain self-sufficiency through employment by connecting job seekers to careers – changing lives, advancing business, and strengthening community. We:

- Have 45 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 an equitable workforce system where racial income gaps have been eliminated and everyone, especially those most affected by systemic racism, has access to family-sustaining wages and quality jobs.

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

By assisting in developing, and implementing marketing, recruitment and fundraising strategies including social media, website updates, donor management, and fundraising events, the intern is part

of telling the story of the Towards Employment and the power of a career and economic mobility. This role is critical for Towards Employment's digital outreach, recruitment, and fundraising as an 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 work collaboratively with the Director of Marketing, Outreach, and Development, as well as the Development Manager, Community Engagement Manager, and the Digital Media & Marketing Coordinator. In this role, the intern will also be interacting with the Outreach team, and other Towards Employment staff.

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 well as have opportunities to interact with other non-profit organizations and partners.

Anticipated Start Date Monday, May 29, 2023

Anticipated End Date Monday, August 7, 2023

Total Number of Weeks for the internship: 10

Total Number of hours per week the intern is expected to work: 20

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

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

Contact Name Adaora Schmiedl

Contact Email aschmiedl@towardsemployment.org

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

Internship Summary

The Marketing and Development intern will develop and implement various marketing materials for TE in social media, web, and in print, as well as assist the Development Manager in data management and donor/funder recognition for Towards Employment's digital outreach and planned events. The intern will be responsible for developing and implementing a marketing calendar for the month of June and July. Additional responsibilities may include assisting in event set-up and coordination and organizing digital analytics reports.

Essential Responsibilities of this role?

Development or marketing/social media calendar
Development of marketing materials including flyers, and digital content to be used on social media, website, or email outreach
Coordination of digital reports including website/social media analytics, and donor information/acknowledgement

Skill Development Opportunities

Communication Skills

Problem Solving Skills

Interpersonal Skills

Teamwork

Time Management

Creativity

Adaptability

Work Ethic

Leadership Skills

Knowledge and skills required for this role

Preferred Skills

- Excellent written and oral communication skills
- Excellent computer and digital literacy
- Data entry

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

1. Better understand nonprofit marketing and development processes / operations
2. Gain experience in digital outreach and event planning
3. Gain experience in recruiting and community engagement
4. Learn more about organizational storytelling

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 implementing Towards Employment's marketing strategies.

Prepared by:

Adaora Schmiedl

Date

Friday, December 9, 2022