



Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

The Diversity Center of Northeast Ohio

Internship Role Title:

Marketing and Communications 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:

3659 Green Road, Suite 220
Beachwood, Ohio, 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

The Cleveland Bus Line, RTA, stops on Harvard Road and Green (Bus #15) about 1/2 mile from our office. It also stops on Chagrin Boulevard (US 422) and Green (Bus #14 & 14A) about 1/4 mile from our office. More information on public transportation will be provided to the candidates.

Mission of Hosting Organization

The Diversity Center of Northeast Ohio (DCNEO) is a non-profit (501[c][3]) human relations organization dedicated to eliminating bias, bigotry, and racism. Founded in 1927 as the National Conference of Christians and Jews (NCCJ) to mobilize against the forces of violence and exclusion, The Diversity Center is currently a member of the National Federation for Just Communities, a network of 20 like-minded organizations across the country. Through our programming initiatives, we strive to reach toward our vision of creating communities where all people are connected, respected, and valued.

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

The Diversity Center of Northeast Ohio is seeking a Marketing and Communications Intern to join our team! This internship offers a unique chance to actively contribute to our mission while gaining valuable hands-on experience in marketing and community outreach in a nonprofit environment. Our vision of creating communities where all people are connected, respected, and valued is largely supported by our marketing and external communication efforts. The Marketing and Communications intern will receive hands-on experience in each step of this process.

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 Marketing and Communications intern will work directly with the Director of Marketing and Special Events, as well as the Marketing and Communications specialist.

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

The intern will be collaborating with other departments such as the Development Department and Programming Department.

Anticipated Start Date Monday, June 10, 2024

Anticipated End Date Friday, August 16, 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) 8AM Flexible

Workday ends at: (start time or flexible) 4PM Flexible

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

Contact Name Cierra Hilson

Contact Email chilson@diversitycenterneo.org

Mentor Name Cierra Hilson

Mentor Email chilson@diversitycenterneo.org

Internship Summary

This internship offers hands-on experience in marketing, communications, and community engagement within the context of diversity and inclusion initiatives. You'll have the chance to work closely with our team, develop essential skills, and contribute to meaningful projects that make a difference in our community. The Director of Marketing and Special Events will offer a weekly supervision hour to go over the work that was done that week and to plan and discuss the agenda for the following week.

Essential Responsibilities of this role?

- Assist in developing and implementing marketing strategies for organizational initiatives and events
- Contribute to crafting engaging content for various communication channels, including social media, the website, and printed materials
- Collaborate with the team to maintain a consistent and impactful brand message aligned with our mission
- Collaborate with Marketing team and Program staff to research potential community partnership opportunities
- Aid in creating material to enhance our public image and engage with our audience on a day-to-day basis
- Assist in updating our website to meet SEO (search engine optimization) best practices

-Assist in adding Alt Text (alternative text) to DCNEO website and social media images

Skill Development Opportunities

Communication Skills

Problem Solving Skills

Interpersonal Skills

Teamwork

Time Management

Creativity

Adaptability

Knowledge and skills required for this role

- Strong interest in diversity, equity, and inclusion.
- Excellent written and verbal communication skills.
- Familiarity with social media platforms and basic design principles is a plus.
- Ability to work collaboratively in a dynamic team environment.
- Enthusiastic and motivated to make a meaningful impact.

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

Success in this role will result in the intern gaining experience in a professional environment and knowledge of the nonprofit sector in the Greater Cleveland area. Additionally, the intern will have learned and practiced skills such as social media administration, content generation, accessible communication tools, and search engine optimization; all of which will better prepare a candidate hoping to start a career in business/communications/etc.

Other information

The role is a combination of virtual and in person with being virtual is 80% of the time and the in-person expectation is only during occasional staff day and shadowing of programs which will be determined ahead of time. The intern will be expected to work between 20-25 hours per week, but the start date, end date, workday hours, and days worked throughout the week are flexible depending on the need of the selected candidate.

Prepared by:

Cierra Hilson

Date

Friday, December 8, 2023