



Habitat for Humanity of McLean County – Marketing Intern

The Marketing Intern will work closely with the Development Director while gaining hands-on experience in event planning, development, public relations, and the importance of social networking. Work will include also include social media management, development of marketing materials, donor, sponsor and volunteer engagement, and working with different affiliate chapters (i.e. WomenBuild).

WORK HOURS: Generally 12-14 hours per week (minimum of 2 days a week); also serve on-site during special events (schedule negotiable).

ESSENTIAL FUNCTIONS:

Special Events

- Provide support for special events including WomenBuild fundraiser, Blueprint Breakfast, House Blessings, outreach and community events, and other events as assigned.
- Create and distribute promotional materials.
- Create event volunteer training materials.
- Assist with ticket sales and participant registration.
- Create and set up event décor (centerpieces, posters, program, etc.).
- Create and distribute thank you materials and follow-up survey.

Marketing and Promotional Activities

- Assists in creating promotional and informational materials such as brochures and flyers.
- Develop a short video to be used at events and presentations.
- Manage social media accounts (scheduling and content creation).
- Assist in managing Habitat's website.
- Assist with holiday mailing.

Public Relations

- Serve as an ambassador of Habitat for Humanity by presenting a positive, professional, knowledgeable and caring image to our donors, Board and the public.
- May prepare press releases and/or join Development Director on radio interviews.

MINIMUM QUALIFICATIONS:

- Currently a junior or senior pursuing a bachelor's degree in Marketing, Public Relations, or related field.
- **MUST** have graphic design experience and access to graphic design computer programs (willing to schedule off-site work hours if needed).
- Video editing abilities strongly preferred.
- Proficiency in Microsoft Office software programs.
- Ability to create, compose, and edit written materials – must have a strong understanding of grammar rules.
- Ability to organize efficiently, multitask and attend to details.
- Ability to work cooperatively as a team member with other agency staff.
- Reliable transportation within Bloomington-Normal area in order to fulfill position responsibilities.
- Mission-oriented and willing to apply Habitat for Humanity's standards and beliefs to the performance of job duties.

Interested candidates should email a resume and three graphic design samples to Noel Lucero, Development Director, at noel.lucero@habitatmclean.org.

Organization Description: *Habitat for Humanity is a nonprofit, ecumenical Christian housing ministry dedicated to eliminating poverty housing and homelessness. Habitat is founded on the conviction that every man, woman and child should have a simple, decent, affordable place to live where they can dwell in dignity and safety. Seeking to put God's love in action, Habitat for Humanity brings people together to build homes, communities and hope. Learn more at www.habitatmclean.org.*