



Marketing (Social Media)

Open Heart Leaders Nonprofit Organization

Sector: OH Build

Program: OHL Internship

Type: Internship

Organization Description:

Open Heart Leaders is a 501(c)3 charitable nonprofit organization that dedicates itself to serving marginalized, underserved communities. It is the vision of our organization to help people from diverse backgrounds in any way possible. We strive to help align the head and heart to maintain healthy relationships within one's physical, spiritual, and emotional self.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Must have working knowledge of popular social media platforms
- Perform market analysis and research on the latest trends
- Design and present new social media campaign ideas
- Monitor all social media platforms for trending news, ideas, and feedback.
- Prepare detailed promotional presentations.
- Help with the planning and hosting of marketing events.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of mock-ups, email campaigns, and social media content.
- Assist with content writing for the website, blog, social media and sales and marketing collateral
- Assist with customer testimonial and case study writing and submission/approval process
- Coordinate and improve processes related to creative filing and management of marketing graphics, collateral, business cards, images, etc.
- Order various materials for sales and marketing; collateral, posters, business cards, etc.
- Update current media matrix defining key offers, creative unique phone numbers, etc.
- Assist with event planning for tradeshow and other key events
- Assist with project coordination
- Conduct Competitive Analysis and Conduct Market Research
- Organize all print media for easy access and sales use
- Assist with Press Release distribution
- Assist with website and blog updates via WordPress

QUALIFICATIONS AND SKILLS:

- Must be computer literate (working knowledge of word processing, PowerPoint, Excel)
Proficiency in Canva, Adobe InDesign and Photoshop highly desired
- Working knowledge of Microsoft Office and Google Suite applications
- Solid active learning/listening skills
- Solid critical thinking skills



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- Strong sense of Social Perceptiveness
- Strong written comprehension and expression
- Able to think and work creatively
- Able to solve problems constructively
- Able to work well in a team
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Adaptability
- Excellent written and oral communication skills

EDUCATION & EXPERIENCE:

- Working toward or have completed a bachelor's degree in Marketing, Advertising, Communications, a or related field
- Prior work experience in the field of marketing preferred
- Prior experience working with Adobe Creative Cloud preferred (Illustrator, Photoshop)
- Familiarity with social media platforms

VALUE-BASED BEHAVIORS:

- Collaboration
- Responsibility
- Social responsibility
- Integrity
- Concern for others
- Empathy

HEALTH STATUS:

- If working onsite: must provide proof of a Negative COVID-19 test

PHYSICAL AND MENTAL DEMANDS:

Physical Demands:

- Stand as needed
- Prolonged periods of sitting at a desk and working on a computer
- Use of hands to finger



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Mental Demands:

- N/A

BACKGROUND CLEARANCE:

- N/A

TRANSPORTATION:

- N/A

Pay

- Unpaid
- College credit may be arranged
- Work experience at an established non-profit organization

TIME COMMITMENT:

- Minimum 15 hours per week
- At least 6-month commitment preferred

Contact Information:

Human Resource Department

858-256-6736

info@openheartleaders.org

www.openheartleaders.org

Office Location: Remote or Physical