



OUR MISSION...

To invest in the dreams of the poor in the world's underserved communities so that they might be released from physical and spiritual poverty.

OUR METHOD...

We offer savings services, small business loans, biblically-based business training, and mentoring and coaching from a Christ-centered perspective.

OUR MOTIVATION...

The love of Jesus Christ motivates us to care for the physical and spiritual condition of the poor.

MARKETING INTERN

Job Description

CATEGORY: Domestic, Internship
REPORTS TO: Director of Marketing
LOCATION: Lancaster, PA

JOB SUMMARY

The Marketing Intern is responsible to provide support to the Marketing Team. The functions of the team include collateral development, direct mail, public relations, website design and marketing, social marketing, event planning and production, video production and editing and other supportive functions.

PRIMARY RESPONSIBILITY

To promote and fulfill the mission and vision of HOPE International through the execution of visual and written communication tools

SPECIFIC RESPONSIBILITIES

- I. Assist in the update of website content and affiliated social network site content.
- II. Analysis of website and social network growth trends and key statistics.
- III. Provide project management skills to contribute to deployment of logo and production of key branded materials.
- IV. Contribute ideas and written articles to HOPE newsletters.
- V. Write letters, correspondence, and other pieces of communication for HOPE staff members.
- VI. Attend and contribute to Communications Team meetings.
- VII. Assist and / or manage various direct mail efforts.
- VIII. Conduct various research projects and other communications projects as assigned.
- IX. Participate in and assist with planning other HOPE events and activities at the discretion of the senior management.

MINIMUM QUALIFICATIONS:

- I. Personal confession of faith in Jesus Christ and commitment to the mission and vision of HOPE International
- II. Ability to use Microsoft Office Programs – Word, Excel, and PowerPoint
- III. Excellent organizational skills
- IV. Excellent written communication skills
- V. Ability to use Adobe Photoshop and InDesign
- VI. Graphic design knowledge or desire to learn design
- VII. Pursuing a degree in Marketing, Communications, Public Relations or a related field