Mission
To invest in the dreams of families in the world’s underserved communities as we proclaim and live the Gospel.

Method
We share the hope of Christ as we provide biblically based training, saving services, loans that restore dignity and break the cycle of poverty.

Motivation
The love of Jesus Christ motivates us to identify with those living in poverty and be His hands and feet as we strive to glorify God.

Marketing Communications Intern

JOB DESCRIPTION
The marketing communications intern supports marketing and social media content projects for HOPE’s marketing team.

LOCATION: Lancaster, PA
LEVEL: Intern (unpaid)
DEPARTMENT: Marketing
REPORTS TO: Content team manager
CATEGORY: Domestic intern
FULL JOB SUMMARY

The marketing communications intern supports the functions of the marketing team, which include collateral and social media development (writing, editing, layout), direct mail, email, public relations, website design and marketing, story writing, video production, and other supportive functions.

RESPONSIBILITIES

Promote and fulfill the mission and vision of HOPE International.

Content creation

Contribute ideas and writing for HOPE’s publications, including social media posts, e-newsletters, e-appeals, blog posts, and events.

Conduct interviews with HOPE staff, partners, and donors and in-depth research to produce useful content for HOPE’s marketing communication pieces.

Research and marketing support

Work with the content team to facilitate communication with overseas staff, partners, and interns to collect profiles of people HOPE serves and program information relevant to HOPE’s publications.

Research relevant industry best practices on marketing content writing, digital writing, and social media content creation.

Organize program information that HOPE’s marketing team receives from international programs and partners.

Attend content team and marketing team meetings and contribute to special projects.

QUALIFICATIONS

Personal confession of Christian faith and commitment to the mission and vision of HOPE International.

Communication and copywriting

Attention to detail and the ability to process field information and incorporate into a story for reader engagement.

Excellent verbal and written communication skills and ability to articulate complex issues with tact, professionalism, and cross-cultural sensitivity.

Experience in producing published works (articles, blogs, newsletters, etc.).
Preferred: Pursuing a degree in writing, marketing, communications, journalism, English, business, or a related field.

Research and other skills

Excellent organizational, interviewing, investigative, time management, and interpersonal communications skills;

International experience a plus; foreign language (Spanish, French, or Kinyarwanda) preferred;

Knowledge of AP Style, HTML code, and Wordpress a plus; and

Ability to use Microsoft Office programs; experience with Adobe Creative Suite preferred.

HOW TO APPLY

Apply online at http://www.hopeinternational.org/take-action/interns-fellows. Due to the anticipated volume of candidates, we are unfortunately unable to respond to phone calls or individual inquires.