



Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

Towards Employment

Internship Role Title:

Marketing & Social Media Intern

Industry Classification

Nonprofit

Internship Category

Marketing/Media & Communications

Number of roles available:

2

Available to (select any that may apply)

High School Student College Student

Work Location (select any that may apply)

Flexible/hybrid- The role can be a combination of virtual and in-person-(Must be able to come into office location on agreed upon days)

Internship Work Address:

3301 saint clair ave
Cleveland, Ohio, 44114

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

Yes, there is an RTA bus stop in front of our building.

Mission of Hosting Organization

Towards Employment champions the potential of every person to succeed in a rewarding career while working to create an equitable and inclusive workforce for tomorrow.

- We:
- Have 48 years of experience helping people find jobs, navigate life’s obstacles, and secure long-term careers.
 - Partner with businesses who trust TE to prepare new/current employees for success.
 - Use rigorously evaluated programs to promote greater economic mobility and access to opportunity.

At Towards Employment, we envision a dynamic world of work where all people - regardless of race, justice system involvement, or where they live - have an opportunity to thrive.

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

By assisting in developing, and implementing marketing strategies including social media, website

updates, and supporting fundraising events. This role is critical for Towards Employment's digital community engagement, program recruitment, and fundraising as a non-profit organization.

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 intern will work collaboratively with the Digital Media Manager, and the Community Engagement team.

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

Yes - This intern will gain exposure to and work with many other roles in the organization as part of community engagement strategies, as well as have opportunities to interact with other non-profit organizations and partners for fundraising and digital engagement.

Anticipated Start Date Monday, May 26, 2025

Anticipated End Date Friday, August 1, 2025

Total Number of Weeks for the internship: 10

Total Number of hours per week the intern is expected to work: 40

Workday starts at: (start time or flexible) 8:30am (Flexible)

Workday ends at: (start time or flexible) 4:30pm (Flexible)

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

Hiring Contact Name Sandi Rosado

Hiring Contact Email srosado@towardsemployment.org

Mentor Name Sandi Rosado

Mentor Email srosado@towardsemployment.org

Internship Summary

The Marketing and Social Media intern will develop and implement various marketing materials and social media content for use in digital engagement strategies for web, and in print, as well as assist in planned events. The intern will be responsible for developing and implementing a digital marketing plan and calendar for Q2 with a focus on TikTok and young adult audiences. Additional responsibilities may include assisting in event set-up and coordination, organizing digital engagement analytics reports, and utilizing AI tools for content generation. This role is an opportunity to learn and gain valuable experience on how to design, create, and implement a multi-faceted marketing strategy using digital, print, social media and AI tools.

Essential Responsibilities of this role?

- Developing digital marketing strategies using social media and other relevant digital engagement tools such as AI.
- Developing written, graphic, and video content for digital engagement on social media and our website.

- Coordination of digital reports including website and social media analytics using G4 and other digital tools.

Skill Development Opportunities



Knowledge and skills required for this role

Required:

- Excellent written and oral communication skills
- Excellent computer and digital literacy
- Excellent organizational skills

Preferred:

- Familiar using Windows 10 or 11 operating system.
- Knowledge of Microsoft tools and software (E.g. Outlook, Word, Excel, Powerpoint)
- Basic graphic design skills (E.g. Canva, online editing tools)
- Basic video editing skills (E.g. Tiktok, Instagram/Facebook Reels)
- Adobe Creative Suite experience preferred but not required

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

A successful internship experience at Towards Employment is to create a marketing campaign from concept to completion using a mix of digital and print tools to increase lead generation for a key external audience.

The intern will have gained crucial experience in creating a marketing campaign from concept to delivery, as well as having gained insight on key soft-skills and project management.

Other information

The intern is expected to provide updates on current projects weekly, or as needed during working hours. The intern will be exposed to all marketing and digital media, including development and outreach, and will play a key role in Towards Employment’s digital strategies.

Prepared by: Sandi Rosado

Date Thursday, December 5, 2024