



<https://hsmgr.org>

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Hope for Single Moms Social Media & Marketing Internship

Marketing with a cause! If you're excited about changing the world with your work, then join Hope for Single Moms and put your creative and organizational skills to work, while helping us build strong families in West Michigan.

Hope for Single Moms is a nonprofit focused on moving single mom families from poverty to prosperity. **Our Mission** is to invite the community to walk alongside single moms to decrease the loneliness and isolation they feel, to give hope and encouragement on their student parent journey to becoming financially stable and having children who thrive.

We are offering two internship positions. The winter internship runs 20 weeks from January to May. The summer internship runs 16 weeks from June 1 to October 1. The interns will be able to work remotely most of the time. Initial training about our voice and focus can be done in person or virtual.

QUALIFICATIONS:

- current 3rd or 4th year college student or graduate who is self-motivated and directed.
- able to dedicate at least five to ten hours a week through September 30.
- be familiar with marketing software and social media platforms.
- a good understanding of marketing trends
- the ability to multitask at work.
- promote digital content through social media platforms
- run an email campaign on behalf of HSM
- think critically and problem solve
- good time management
- good writing and communication skills.
- initial zoom or in-person training regarding our focus and nonprofit specific language
- familiarity with Canva; prefer proficiency with Canva.
- prefer for intern to have their own laptop
- reliable wi-fi connection
- interest in the mission of Hope for Single Moms

The Winter Intern is responsible for assisting and executing the social media strategy in a professional manner consistent with the unique voice we have at Hope for Single



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HSM Social Media Marketing Internship (continued, pg 2)

Moms. Through this internship, Hope for Single Moms is open to creating new platforms.

The intern will develop the Hope for Single Moms' digital communications and marketing plan, the day-to-day management of the company's social media properties. The intern will analyze and improve the website. The intern will also gain insights into nonprofit management, the social services and other agencies that work with low-income families in West Michigan.

Our digital marketing focuses mostly on Facebook and Instagram but include Google My Business and LinkedIn. The plan includes the following:

- to build awareness within the community of the needs of single mom families and how Hope for Single Moms addresses their needs,
- to relay the opportunities West Michigan has to build stronger families and help children thrive, making West Michigan a better place for the next generation,
- to offer our donors a one-on-one experience with the family they support,
- to increase our donor base and donations,
- to increase the number of volunteers,
- to find opportunities to participate in local events and conferences,
- to help obtain sponsorships for our two fundraisers,
- to promote the fundraisers, as well as our back-to-school and Holiday gift drives,
- to help distribute marketing materials,
- to promote our "Discover Your Career" curriculum and "Why? for single moms" bible study,
- to develop and increase video content, Instagram reels/stories, Facebook stories,
- to help Hope for Single Moms create a social media dashboard (Hootsuite?),
- to help with SEO on our website,
- to help with blog readership reach,
- to help obtain guest blog opportunities.

Learn more about Hope for Single Moms at <https://hsmgr.org/>

Applicants can send a cover letter, resume and three references to info@hsmgr.org

The summer intern is responsible for assisting and executing the social media strategy in a professional manner consistent with the unique voice we have at Hope for Single Moms. Our digital marketing focuses mostly on Facebook and Instagram but include Google My Business and LinkedIn.



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HSM Social Media Marketing Internship (continued pg.3)

The focus will be on producing content for Fashion for a Future 2023. The intern will develop the Hope for Single Moms' digital communications and marketing plan for Fashion for a Future 2023, including creating an event page on our website. The position also involves posting about FFAF 2023 on community calendars, possibly on Eventbrite and obtaining radio airtime.

The intern will develop posts creating excitement around the event and the opportunity attendees will have to change lives. Posts will

- thank event sponsors,
- thank boutiques involved,
- promote ticket sales,
- feature auction items available to bid on,
- thank celebrity models,
- introduce the families event attendees will meet.
- to prepare our FFAF PR packet,

The intern will also have the opportunity to learn about event promotion, fundraising through social media and much more.

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