



Corporate, Marketing, and Events Intern
Job Description

Position Title:	Corporate, Marketing, and Events Intern (Stamford, CT)										
Post Date:	April 1, 2015				Start Date:			May 2015			
Status:		Full Time			Part Time			Contract		X	Temporary
Reports to:	President/CEO										

Mission Statement: To improve the quality of life for the Haitian people, particularly children, through education, nutrition, and healthcare.

Brief Organizational Summary: Hope for Haiti is an innovative and creative international development organization that has been working in Haiti for 25 years. The organization partners with private donors to create community-based sustainable change through a grassroots and strategic holistic approach. Hope for Haiti is an action-oriented and fast-paced organization that believes in partnership solutions to poverty alleviation. Hope for Haiti's vision for the future is one of strategic growth in creating healthy, sustainable communities. Hope for Haiti has a distinguished and well-established Board of Directors that provides the organization with strong governance, oversight, and strategic direction. Building upon the organization's proven track record of success, Hope for Haiti stays true to its mission and founding principles, while offering a dynamic and supportive work environment. For more information about Hope for Haiti, please visit www.hopeforhaiti.com.

Position Title: Corporate, Marketing, and Events Intern

Position Description: Hope for Haiti seeks a dynamic, self-starter to assist in marketing and communications efforts in the North East region. This internship is an excellent opportunity to experience various aspects of donor engagement, marketing, and sustainable programming, while working for a well-known nonprofit organization.

The **Corporate, Marketing, and Events Intern** will work in the Stamford, CT office where Hope for Haiti's President/CEO is located, to develop new relationships with

local corporations and businesses and to create and attend special events to promote Hope for Haiti's programs and Haitian social business products. The Corporate, Marketing, and Events Internship responsibilities include:

- 1) New corporate/business partnership outreach and cultivation: 40%
- 2) Event planning and participation: 40%
- 3) Meetings and Brainstorming with sustainable team on production and branding: 10%
- 4) Support the President/CEO on daily tasks and special projects: 10%

Area 1: New corporate/business partnership outreach and cultivation_____

Be the professional face of Hope for Haiti at select corporate/business locations in the area to promote the organization's development, public awareness, and the social business products.

Develop creative ways to increase exposure of social business products (*create displays in local stores, design social media campaigns linked to local organizations, set-up employee engagement programs at larger corporations, special holiday/one night promotions, tabling at community/business events*) in the local CT/NYC market.

Identify a best marketing plan to increase awareness of the organization and social business products and strategize for reaching a wider target audience in the North East Metro areas.

Develop a database/list of buyers/consumers (corporation, business, individual) as a pipeline for promoting the organization and social business products.

Final Deliverable:

1. A five-minute *elevator pitch with materials* designed for corporate and local outreach for the product placement and a corporate/business partnership database that can be used for current and future partnerships.

Area 2: Event Planning and Participation _____

Develop and lead the planning for two Hope for Haiti events (one in Stamford, CT and one in New York City, NY). Assist with scheduling, logistics, presentation, material design, donor relations etc...

Collaborate with an existing local partner to maximize Hope for Haiti's presence and sales of social business products at 10-15 events based in Stamford, CT and/or NYC.

Attend key market niche events to promote the organization and social business products.

Final Deliverables:

1. Complete two donor-events from May-August.

2. Attend at least 10-15 events based in CT or NYC to represent the organization and spread awareness.
3. Produce three written pieces with photographs in Hope for Haiti's "From the Field" style focused on the special events and/or relevant local stories that will be used for social media and development.

Area 3: Meetings and Brainstorming

Coordinate with the Haiti team to ensure timely production, shipment, and quality control of social business product.

Work with the sustainable community program manager in Haiti to better understand the product and develop a consistent message across multiple channels. Refresh product language and impact stories to streamline sales across all mediums (website, social media, reporting, sales pitches).

Share feedback with the Haiti team on current trends and real time consumer feedback.

Final Deliverable:

1. 1-page product description/message that can be used for promotion across multiple channels (can be part of/from the marketing pitch).

Area 4: Support to the President/CEO

Work closely with the President/CEO to assist with daily tasks and special projects related to development, marketing, donor relations, programming and administration.

Education, Skills & Experience

- A current student pursuing a bachelor's degree (BA or BS) from an accredited university, and/or (Master's) degree preferred, Marketing/Business/Communications major a plus.
- You must have established strong academic performance (3.0/4.0 GPA or better)
- A demonstrated interest in international development, social business and marketing.
- Experience with small-to-medium size event planning and execution.
- Demonstrated ability to cultivate **new** high-level partnerships with local corporate and business contacts (*not afraid to hear "no"*).
- Confidence, energy and professional presence to act as the face of Hope for Haiti at events and new partnership meetings.
- High level of professionalism and customer service.
- Excellent social medial skills, written & verbal communication skills and strong research & presentation skills.

- Eager to proactively seek new opportunities in the greater Southern, CT and New York City area to grow the exposure of Hope for Haiti and generate new avenues for revenue/partnerships.
- A minimum 3-month commitment is required.

Other preferred (but not required) skills_____

- Previous work experience supporting fair trade products, small business or women in business.
- Experience with video/photo editing for creating promotional materials.
- Cultural/historical knowledge of Haiti and previous travel/work within Haiti.
- Foreign language ability, including a proficient background in written/spoken French and/or Haitian Creole.

COMPENSATION & BENEFITS

This is an unpaid internship. The organization will cover any pre-approved work-related expenses. The intern may experience the opportunity to travel to Haiti to visit Hope for Haiti's programs on the ground in Les Cayes Haiti during the period of time of the internship.

Please send cover letter and resume (with references) via e-mail to careers@hopeforhaiti.com. **Application is due by April 15th** or until a qualified candidate is selected. Applications are accepted on a rolling basis. Please visit Hope for Haiti's website to learn more about us www.hopeforhaiti.com