



Sustainable Communities
Marketing Research and Development Intern
 Job Description

Position Title:	Marketing Research and Development Intern (Remote)						
Post Date:	April 1, 2015			Start Date:	ASAP		
Status:	<input type="checkbox"/>	Full Time	<input type="checkbox"/>	Part Time	<input type="checkbox"/>	Contract	X Temporary
Reports to:	Sustainable Communities Program Manager						

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: Marketing Research and Development Intern

Position Description: Hope for Haiti seeks a dynamic, self-starter to assist in marketing and research efforts in diverse markets. This internship is an excellent opportunity to experience various aspects of research, marketing, and sustainable programming, while working for a well-known nonprofit organization.

The **Market Research and Development Intern** will work remotely with the sustainable community development program of Hope for Haiti, to provide exposure to Hope for Haiti's

social business products. The Market Research and Development remote internship responsibilities include:

- 1) Researching diverse online/offline channels to promote and sell products: 40%
- 2) Writing a Marketing plan for each product's promotion: 30%
- 3) Developing a pipeline of potential clients: 20%
- 4) Meetings and Brainstorming with sustainable team on production and branding: 10%

Area 1: Marketing Research

Research includes consulting the Internet, local papers, to obtain information related to promoting social business products.

Research all relevant food/and festival for the promotion of the products in diverse markets and identify key market niche (groceries, local organic store, online fair trade, food festival) to promote the social business products.

Provide solution for packaging and branding of the products coming from Haiti.

Area 2: Marketing Plan

Develop a marketing campaign and communication plan for a range of social business products that are being produced by local artisans in Haiti.

Identify best marketing plan to increase awareness of the social business product and strategies for reaching a wider target audience in the US.

Promote the social business products through diverse channels, including the company website, social-media sites and other markets.

Final Deliverable:

1. A full written marketing plan for the social business product placement and expansion in the US market diverse niche channels. A PowerPoint presentation of the final marketing plan can also have a small video on branding.
2. Reflection on individual lessons learned from the experience and internship

Area 3: Developing a consumer contact list/feedback

Develop a database/list of buyers/consumers (store, individual, college and high school students) as a pipeline for promoting product from Haitian artisan.

Track progress of sales, collect consumer's feedback and provide report to manager,

Final Deliverable:

1. A corporate/business partnership database that can be used for current and future partnerships.

Area 4: 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).

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 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 bottom of the pyramid marketing.
- Excellent social medial skills, written communication skills and strong research and presentation skills.
- Prior work in developing social business, and promoting small business online.
- Experience working in branding, brand promotion and/or marketing campaigns.
- A minimum 3-month commitment is required.

Other preferred (but not required) skills

- Previous work experience support fair trade product, small business, women business
- Cultural/historical knowledge of Haiti and previous travel/work within Haiti
- Foreign language ability, including a proficient background in written French and/or Haitian Creole
- Spanish language (to promote to other Caribbean ethnics group in the US)

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