



# Harvest Stand Ministries

## HARVEST STAND MINISTRIES MARKETING/COMMUNICATIONS INTERN OPPORTUNITY

### ORGANIZATIONAL OVERVIEW

Harvest Stand Ministries is a faith-based, non-profit organization that has provided support and resources to those in need for over 20 years. In relationship with church and community, we provide Christ-centered support to individuals and families by meeting immediate needs and providing opportunities for self-sustaining life change. Those that interact with us experience grace, compassion, love, and mercy as we walk alongside them. We offer a food pantry, free clothing, and pathways to create connections to resources via community partnerships. We help people navigate through rivers of systems and processes to find the best way forward.

### WHAT TO EXPECT

We are offering a paid Marketing/Communications Internship for students majoring in Communications, Marketing, Public Relations, Nonprofit Administration, or other related majors. This Internship allows you to be involved by working on substantial, real-world projects in communications from start to finish. During this internship, you will have the opportunity to make an impact on HSM and continue to build your presentation and analytical/leadership abilities. You will gain hands-on experience in marketing/communications through real projects in a non-profit organization. In addition, you will work with the Office Manager and Executive Director to learn the daily operations and skills to succeed in a nonprofit setting.

### ESSENTIAL FUNCTIONS

- Manage Facebook. Including sharing posts, taking photos, promoting events, sharing information on Zeeland informed, etc.
- Create twice monthly email campaigns. Send email campaigns to donors, volunteers, and clients.
- Assist on quarterly print newsletters.
- Begin creating accounts on different social platforms. Specifically, Instagram and LinkedIn.
- Review website and advise places for growth or change within the website to better capture HSM.
- Create a monthly social media map and add or change as needed
- Research and evaluate competitor marketing and digital content
- Other projects and responsibilities as assigned

As a Harvest Stand Ministries intern, your work will have measurable goals and objectives which are achievable during your internship.

We are looking for a college student, recent graduate, or college-aged individual with the right mix of talent and enthusiasm, and with the ability and desire to work in a team environment. As an intern, you will receive hands-on learning through assigned projects designed to provide you with direct experience for this role at our company.

**Location:**

- Harvest Stand Ministries, 100 South Pine St., Suite 100, Zeeland, MI 49464

**Compensation & Benefits:**

- Flexible schedule with remote hours and office hours
- Weekly pay stipend
- 12-15 hours per week

**Requirements:**

- High familiarity with social media
- Available for full academic year from September 2021 through April 2022
- Strong Christian faith
- Ability to be at Harvest Stand a minimum of 6-8 hours a week. The remaining time can be done remotely.
- Highly responsive and ability to take direction
- Ability to manage a firm schedule and work with deadlines
- Strong written communication skills

**Preferred Requirements:**

- Pursuit or completion of bachelor's degree in Communications, Marketing, Public Relations, Nonprofit Administration, or related field.
- Related majors include Advertising or English
- Ability to research
- GPA of 3.00 and above
- MS Office skills
- Knowledge of Donorview and/or Mailchimp

**Knowledge & Skills:**

- Self-starters who are results-oriented, resourceful, analytical, creative, innovative, intellectually curious, and who take initiative
- Strong communicators who inspire others and excel in a team environment
- Demonstrate exceptional ability to embrace change and learn quickly
- Have a strong interest in a career in Communications, Marketing, Public Relations, or Nonprofit Administration.

**To Apply:**

Email completed application and a cover letter to [Madelyn@harveststand.org](mailto:Madelyn@harveststand.org).

Please include a resume if you have one.

All applications must be submitted by September 8<sup>th</sup>, 2021