

Michigan Coalition Against Homelessness Position Description

Position Title: Communications and Marketing Intern

Reports To: Manager of Marketing, Growth, & Development

Work Location: 15851 S Old US-27 Building 30, Suite 315, Lansing, MI 48906

Position Summary: Assist in the consistent branding of this small, statewide nonprofit through creative communications, visually-appealing story-telling, and outreach to new audiences.

Essential Duties and Responsibilities:

- Create and maintain consistency in branding across multiple platforms;
- Draft communications for newsletters, social media, print, etc;
- Track and analyze social media metrics;
- Research and write several blog posts on various topics related to homelessness in Michigan;
- Assist in designing marketing materials for annual spring fundraising event;
- Conduct individual research on communications and marketing best practices and trends in nonprofit sector;
- Other activities as assigned.

Qualifications:

- Self-starter;
- Experience with multiple social media platforms;
- Strong written and verbal communication skills;
- Ability to organize activities and prioritize assignments;
- Working knowledge of Microsoft Office Suite;
- Experience with general office operation helpful;
- Desire and ability to work collaboratively with others;
- Ability to work independently;
- Desire to make a difference in the human service sector.

To apply for this position, please send resume and cover letter to Laurel Burchfield, Manager of Marketing, Growth, & Development, lburchfield@mihomeless.org.

This is an unpaid position located in Lansing, MI. Class credit may be available.