

ROLE DESCRIPTION | Business & Marketing Internship



TITLE | Business & Marketing Intern

REPORTS TO | Social Enterprise Director & Operations Director

COMPENSATION | Unpaid, for college credit

TERM | Begin in January, June, & September. End dates determined w/ each applicant, 3-5 months in length, depending on season. 15-25 hrs/week.

OVERVIEW

The Business & Marketing Intern will support and grow the work of Treetops Collective's mission, vision and programs through business development & marketing strategy efforts to grow the operations, human resources, and sales efforts of our social enterprise.

We are looking for people who desire a better way of welcoming New Americans to West Michigan, who are willing to think outside of the box, and are ready to listen, learn, and work hard while applying their skills and education on the job.

RESPONSIBILITIES

- Help brainstorm new marketing campaigns.
- Outreach to relevant blogs, news outlets, etc.
- Host sales events in the Treetops space and at other partners' spaces
- Research and reach out to potential retail partners
- Build strategies around sales and community involvement
- Work collaboratively with Treetops team on marketing initiatives, newsletters, content for our digital outlet, etc.
- Turn in work to Social Enterprise Director or Operations Director, take constructive feedback, and alter work accordingly.
- Attain transportation to all events and meetings as scheduled.
- Attend one-on-one and team meetings in person, may work from Treetops space or remote as desired.

QUALIFICATIONS

- The ideal candidate must be highly self-directed & flexible
- Majoring in business/marketing or a related field.
- Masters level students are preferred.
- Value excellence in their work
- Be passionate for our mission
- Possess cross-cultural competence
- Skilled in cross-cultural communication and sensitivity
- Interns must have reliable transportation to our community space and own or have access to computer and equipment needed for their work
- Internships are 3-5 months in length, depending on season.

- Internship applicants must be at least 18 years of age, current college students or recent college graduates are preferred.

GOALS

- To be determined with the right applicant

If you are seeking college credit for your internship, we suggest that you start talking with your school advisor now about the steps you need to take. We are happy to fill out the needed paperwork to ensure that you get academic credit for your work with us.

Contact Person: lauren@treetopscollective.org

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