

ROLE DESCRIPTION | Sales & Marketing Internship



TITLE | Sales & 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 the 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 development of a sales & marketing strategy to grow the operations and sales efforts of our social enterprise.

This position would be focused on expanding Welcome Tee Sales, working to coordinate and execute a multi-channel, national sales strategy to increase sales and exposure of Treetops Collective, to spread a message of welcome to every community!

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

- Co-create and execute a sales strategy related to Welcome T's
- 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 Business Development Director or Social Enterprise Manager, 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 needed.

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

- \$10,000 of Sales in our Welcome Wear line
- Marketing Materials for each sales channel
- Development of an engagement strategy that includes Brand Reps

Due to the nature of this internship it is crucial that applicant is highly driven, self-directed, creative and eager to build something!

Please include along with your resume and cover letter, a response to the following questions:

1. What makes you most come alive?
2. What are you most proud of?
3. What about this opportunity excites you and what ideas do you have related to expanding sales of our Welcome Wear line.

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: tarah@treetopscollective.org

Updated 04/23/19