



**HomeWorks Trenton**  
**Business and Marketing Internship Job Description (Unpaid)**

HomeWorks Trenton is a 501(c)(3) non-profit organization that provides a community-based after-school, boarding program that provides academic and social-emotional enrichment activities to supplement public schools, empower women, and build community leaders. HomeWorks fosters a community of empowered young women who strive to achieve their full potential and positively impact the world around them.

Position Description:

Under the supervision of the HomeWorks Trenton Executive Director, the Business Marketing Intern will update HomeWorks' business plan, create a marketing strategic plan, and may make different content for HomeWorks' social media outreach. You will work with the HomeWorks staff to update and develop branding and content for specific stakeholders, including HomeWorks' scholars, their families, donors, and community partners. You will also evaluate our current marketing platforms, which include such as Instagram, Facebook, TikTok, our HomeWorks' blog, and newspapers, and come up with strategies to improve HomeWorks' online outreach. Specific duties will be discussed during interviews but may include the following: creating a marketing strategic plan and business plan, conducting evaluations on HomeWorks' outreach, writing weekly blog posts, submitting articles to newspapers, making promotional material on Canva and other design platforms, and relating the HomeWorks' brand on different social media platforms. Some duties will take place in the office (or on Zoom while social distancing continues) while others will require he/she/they to be on site, interacting with the scholars and their families (dependent on COVID-19 developments). Interns must be committed to the mission of HomeWorks and respectful of the community it serves.

Responsibilities:

- Create a business plan and marketing plan under direction of the Executive Director
- Work with the HomeWorks team to update the website and execute the social media strategy
- Create media content on various platforms
- Assist in all aspects as needed to help HomeWorks achieve measurable success.

Desired Qualities:

- A Business and / or Marketing degree (or in the process of receiving one)

- Knowledge of social media outreach and different platforms
- Experience with marketing preferred
- Be skilled at a variety of computer skills, e.g., Canva, Microsoft Word, Excel and PowerPoint are mandatory; knowledge of InDesign and Photoshop a plus.
- Strong commitment to HomeWork's mission, values and scholars.
- Professional, reliable, and demonstrates verbal and written communication skills.
- Strong attention to detail with very good organizational and follow-through skills.
- Ability to be flexible
- Honesty
- Ability to take ownership and accountability
- Ability to take initiative
- Ability to work independently as well as collaborate as part of a team.
- Be able to juggle multiple tasks

Hours and Compensation:

A minimum of 8 weeks or 320 hours commitment is required. During that time, interns are expected to work on projects at the HomeWorks office during normal office hours (9 a.m. – 5 p.m. Monday – Friday) with occasional weekend and evening events.

This is an unpaid position. There is opportunity for school credit if allowed by the college/university of the applicant. Position offers an excellent opportunity to work on substantive projects and can result in a great reference.

To Apply:

Email cover letter and resume to Fundraising and Operations Manager Nandini Singh at [nsingh@homeworkstrenton.org](mailto:nsingh@homeworkstrenton.org), with a Re: line of “Application for Non-Profit Intern”

**For more information, please visit [homeworkstrenton.org](http://homeworkstrenton.org)**

**For questions and to submit your resume and cover letter, please contact [nsingh@homeworkstrenton.org](mailto:nsingh@homeworkstrenton.org)**

We are an equal opportunity organization and do not discriminate on the basis of any protected characteristic including race, creed, color, religion, sex, sexual orientation, marital/civil union status, gender identity, national origin, age or disability.