



# MARKETING (General)

## Open Heart Leaders Nonprofit Organization

**Sector:** OHL Build

**Program:** OHL Internship

**Type:** Internship

### **Organization Description:**

Open Heart Leaders is a 501(c)3 charitable nonprofit organization that dedicates itself to serving marginalized, underserved communities. It is the vision of our organization to help people from diverse backgrounds in any way possible. We strive to help align the head and heart to maintain healthy relationships within one's physical, spiritual, and emotional self.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Perform market analysis and research on the latest trends.
- Create advertising campaigns.
- Prepare detailed promotional presentations.
- Help with the planning and hosting of marketing events
- Research and evaluate competitor marketing and digital content
- Contribute to the creation of mock-ups, email campaigns, and social media content
- Assist with content writing for the website, blog, social media and sales and marketing collateral
- Assist with customer testimonial and case study writing and submission/approval process
- Coordinate and improve processes related to creative filing and management of marketing graphics, collateral, business cards, images, etc
- Order various materials for sales and marketing; collateral, posters, business cards, etc
- Update current media matrix defining key offers, creative unique phone numbers, etc
- Assist with event planning for tradeshow and other key events
- Assist with project coordination
- Conduct Competitive Analysis and Conduct Market Research.
- Organize all print media for easy access and sales use
- Assist with Press Release distribution
- Assist with website and blog updates via WordPress
- Communicate and correspond with outside vendors and suppliers
- Develop marketing plans and strategies
- Other projects/ tasks as assigned

### **QUALIFICATIONS AND SKILLS:**

- Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Canva, Adobe InDesign and Photoshop is highly desired.
- Planning and organizing .



# MARKETING (General)

## Open Heart Leaders Nonprofit Organization

- Excellent oral and written communication skills .
- Working knowledge of Microsoft Office and Google Suite applications.
- Solid Active Learning/Listening Skills.
- Critical thinking
- Social Perceptiveness
- Able to think and work creatively
- Problem solving
- Able to work well in a team
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Adaptability
- Detail oriented

### **EDUCATION & EXPERIENCE:**

- Working toward or have completed a bachelor's degree in Marketing, Advertising, Communications, a or related field
- Prior work experience in the field of marketing preferred
- Prior experience working with Adobe Creative Cloud preferred (Illustrator, Photoshop)

### **VALUE-BASED BEHAVIORS:**

- Collaboration
- Responsibility
- Social responsibility
- Integrity
- Concern for others
- Empathy

### **HEALTH STATUS:**

- If working onsite: must provide proof of a Negative COVID-19 test

### **PHYSICAL AND MENTAL DEMANDS**

#### **Physical Demands:**

- Stand as needed



# MARKETING (General)

## Open Heart Leaders Nonprofit Organization

- Prolonged periods of sitting at a desk and working on a computer
- Use of hands to finger
- May require walking
- Speak clearly so listeners can understand
- Understand the speech of another person

### **Mental Demands:**

- N/A

### **BACKGROUND CLEARANCE:**

- N/A

### **TRANSPORTATION:**

- N/A

### **Pay**

- Unpaid
- College credit may be arranged
- Experience at an established non-profit organization

### **TIME COMMITMENT:**

- Minimum 15 hours per week
- 6-month commitment required

### **Contact Information:**

Human Resource Department  
858-256-6736

[info@openheartleaders.org](mailto:info@openheartleaders.org)

[www.openheartleaders.org](http://www.openheartleaders.org)

**Office Location:** Onsite or Remote