



Impact Interns: Summer 2021

Organization Information

Organization Name:	Joe's Movement Emporium
Address:	3309 Bunker Hill road, Mount Rainier MD, 20712
Website:	www.joesmovement.org
Organization Description:	Established in 1995, Joe's Movement Emporium is a cultural arts hub that acts as a catalyst for creativity and economic opportunity. Based in Mount Rainier, Maryland in the Prince George's Gateway Arts District, Joe's serves more than 70,000 visitors annually. Joe's has five arts-based youth programs that bridge the creative divide between under-resourced families and those with means. Through programs and productions in education, performing arts, and work readiness, Joe's integrates progressive education, creativity, and youth development.
Intern Supervisor: (Name, title, email)	Malachi Robinson, Program Director, Malachi@joesmovement.org

Position Description

Internship Time Period (include projected dates):	<input checked="" type="checkbox"/> Summer 2021 Internship dates: June 1 st to August 13 th
Hours Per Week:	20 hrs
Number of Weeks:	13 weeks
Undergrad/Grad Intern eligibility:	<input type="checkbox"/> Graduate <input checked="" type="checkbox"/> Undergraduate
Internship Description and Duties:	<p>A Marketer works with other members of the organization to plan, execute and monitor a successful marketing campaign. Their duties and responsibilities often include:</p> <ul style="list-style-type: none"> • Collaborating with sales, marketing, advertising, service design and service development team members to planning promotional marketing campaigns • Creating editorial and content creation calendars for various media platforms and outlets • Assisting with the design, negotiation and placement, social media ads and email blasts, others • Producing a brand style guide that best captures the organization voice and mission



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	<ul style="list-style-type: none"> • Helping team leads set, allocate and monitor the budget of each project • Meeting with clients to discuss brand guidelines, goals, budget and timelines • Conducting market research to determine a target audience's needs, wants, habits, interests and other relevant factors used in creating targeted marketing campaigns • Researching previous successful campaigns to understand what worked, what didn't and what can be improved • Reviewing the progress and success of a campaign, making adjustments or pitching ideas for new campaigns as necessary
<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>-Marketing & Promotions: helping with social engagement & visibility. And sharing flyers with community.</p> <p>-Special Events team</p> <p>-Program Evaluation: collecting program data and measuring success</p>
<p>Qualifications and/or skills desired:</p>	<ul style="list-style-type: none"> • Effective writing, speaking, presenting and active listening skills • Good interpersonal skills, including the ability to collaborate with management, team members, clients and customers where applicable • Familiarity with content management systems, webpage analytics, customer relationship management and other relevant software • Data analysis, critical thinking, problem-solving and decision-making • Understanding of organization best practices • Creativity, adaptability and familiar with current marketing trends • Excellent collaboration and teamwork skills • Project management skills, like goal-setting and deadline management



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	<ul style="list-style-type: none">• Great organization, time management and prioritization abilities• Comfortable in high-pressure and fast-paced environments• Resilience along with ability to assess situations
This position requires specific clearances, background checks, or specific documentation upon hiring. Please list requirements or write Not Applicable.	none
The following information is required from the intern:	<input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Cover Letter <input type="checkbox"/> Writing Sample <input type="checkbox"/> Other: _____
Interviews will be conducted via the following methods:	<input checked="" type="checkbox"/> Zoom <input type="checkbox"/> Google Hangouts <input type="checkbox"/> WebEx <input type="checkbox"/> Other: _____