



Habitat for Humanity[®]

of Montgomery and Delaware Counties

we build strength, stability and self-reliance.

shop.
donate.
volunteer.

1 Great Cause, 2 Great Locations

📍 200 Blair Mill Road, Horsham, PA 19044

📍 533 Foundry Road, West Norriton, PA 19403

POSITION TITLE: Communications and Marketing Intern

At Habitat for Humanity of Montgomery County, PA we strive to improve living conditions for residents across our community. We accomplish this mission by creating opportunities for affordable housing, revitalizing neighborhoods, and providing tools for families to build financial stability. Are you passionate about giving back to your community? Do you enjoy writing stories, capturing special moments, and meeting new people? If so, consider this opportunity to become the voice of our organization!

WHAT YOU WILL DO:

- Execute social media campaigns in support of brand and marketing initiatives
- Strengthen Habitat MontCo's relationships with our current digital community and develop strategies to grow our social following while maintaining high levels of engagement
- Utilize social listening tools to understand current conversations about affordable housing in Montgomery County around the U.S.
- Monitor ongoing social and cultural conversation to identify and implement "real time" opportunities to amplify Habitat MontCo's voice
- Take photos of volunteer groups at the ReStore and on the Construction sites to post on social media platforms
- Write a monthly blog
- Create website and newsletter content

WHAT YOU WILL LEARN:

- How to design creative elements to be published in the quarterly and monthly newsletters
- How to create a Family Story Archive of all the families impacted the organization
- Creative blogging strategies for brand awareness and growth
- Branding strategies for content across social media platforms
- Strategies for communicating with varying constituent groups
- How to identify leads and compose compelling stories to engage Habitat audience
- Relationship building with organization stakeholders

WHAT WE REQUIRE:

- Excellent written and verbal communication skills
- Highly developed organizational skills
- Proven leadership ability
- Knowledge of Adobe Photoshop, Adobe Illustrator, and social media marketing tools

HOURS:

- 10-20 hours per week, flexible in accordance with student schedule. Internship will be for a minimum of 6 weeks.

HOW TO APPLY:

- Submit resume and cover letter to Development and Marketing Associate, Markolline Forkpa at mforkpa@habitatmontco.org.