



Palmetto Goodwill is a (501)(c)(3) organization that serves 18 counties throughout the Lower South Carolina region. We have 30 retail stores/donation centers, 15 contract sites and 14 job link centers.

We provide job training and employment services to individuals looking for work, especially those with barriers to employment, such as a disability.

### **Internship Description:**

Learning Objectives:

- 1.) Apply marketing concepts to problems and issues related to the organization
- 2.) Demonstrate effective communication skills: reports/email/writing skills
- 3.) Create and carryout media relation strategies
- 4.) Coordination and planning of events: creating project lists
- 5.) Produce advertising campaign with media plan
- 6.) Analyze the customer service, practices and organizational culture
- 7.) Identify and analyze target market for organization's diverse business lines
- 8.) Identify and report on issues affecting diversity in the workplace
- 9.) Demonstrate the basics of web page design
- 10) Plan and write social media content
- 11.) Ability to effectively communicate the mission of the organization through organizational and public speaking opportunities.
- 12.) Learn proper networking skills through Chamber and/or young professional groups

Description: Assist the marketing department with the creation and implementation of marketing programs and special functions that effectively describe and promote the organization and its business lines.

Responsibilities:

- Write articles and assist in planning and distribution of newsletter
- Assist in writing and distributing press releases
- Design marketing collateral: flyers, brochures, emails and signage
- Assist with special events including planning, coordination and execution: grand opening events, community outreach events, Hiring events, fundraising events, etc.
- Evaluate/edit/create content for organization website
- Participate in weekly marketing meetings and creative brainstorm meetings
- Support marketing team with research, social media marketing and CRM database consolidation
- Performs other marketing-related tasks as assigned

There is a potential \$1,500 stipend for this internship, given criteria is met by the intern.