



**GROWING  
HOPE**

## **Unpaid Internship with Growing Hope GROWING HOPE SOCIAL MEDIA & PHOTOGRAPHY INTERNSHIP**

### **About Growing Hope**

Growing Hope is a 16-year-old non-profit organization rooted in Ypsilanti, Michigan whose mission is to foster an equitable and sustainable local food system that empowers all people to grow, sell, buy, prepare, and eat nourishing food. We envision a community where all people--particularly those with barriers due to race, class, culture, language, ability, and mobility--have access to nourishing local food that is culturally appropriate and affordable. People can grow and prepare their own harvests, and may earn a living as a food grower, producer, or entrepreneur.

Our areas of work include Youth & Schools, Farm & Garden, Farmers Markets, and Food Entrepreneurship. This position will work in with the Development & Marketing team to help manage organization-wide social media efforts.

### **Organizational Culture and Values**

Our culture is rooted in our values: Transformation, Education, Justice & Equity, Placemaking, and Integrity. We commit to upholding inclusive practices and policies while creating space for courageous conversations as a staff and within our community. Instead of simply providing services, we aim to leverage the vast resources already within our community in order to empower and partner with participants and customers. We believe that community members have the ability to make their own decisions about their health and wellness goals and that Growing Hope acts as a resource to increase access and opportunities to meet these goals.

### **Areas of interest:**

Social Media Marketing, Farmers Markets, Food Justice, Urban Farming, Home Gardening, Local Food, Local Events, Ypsilanti

### **Position Description:**

The Social Media Intern(s) will work with the Marketing Manager to coordinate and execute the social media strategy for our programs organization-wide. Interns will work with the Marketing Manager to create in-depth marketing efforts to feature and promote our 2019 programs.

### **Tasks include:**

- Work directly with Marketing Manager to strategize how to further promote and feature 2019 programs in all program areas
- Schedule time to follow the work of program managers and interact with program participants
- Take high quality photos and videos and acquire quotes and testimonials from program participants and staff
- Manage photo waivers for photos taken
- Create posts for Growing Hope Facebook, Instagram, and LinkedIn accounts (under supervision) according to the social media strategy
- Create engaging, clear, and concise social media content that aligns with the current social media voice and tone of Growing Hope social media pages
- Organize and upload photography and videos to GH Flickr account according to Flickr use guidelines

**Qualified candidates will exhibit the following:**

- Exceptional written communication skills
- Creative self-starter that is comfortable both taking initiative and working in collaboration
- Excellent interpersonal and verbal communication skills
- An interest in marketing, social media, or communications
- Proficient with key social media tools (Facebook, Instagram) and Microsoft Office (MS Word, Excel, and PowerPoint)
- Experience with basic photo editing and video editing (not a requirement but a plus!)
- Passion for healthy food, an interest in food justice and food systems, and a belief that all people deserve access to healthy food

**Unpaid Availability:**

This unpaid internship has limited on-site requirements.

Intern must be able to attend weekly in-person check-ins with Marketing Manager and must have a valid driver's license. Having personal transportation will be helpful in order to move between Growing Hope's various program locations and events, but we will work with those without. Estimate of hours required is 10-12 hours/wk May-December. Some weekend hours may be required. Additional hours may be added with tasks not listed below (website maintenance or other intern passion project).

**Summer Term:** May 27, 2019-August 30, 2019. \*Intern applicants who can serve for the Fall Term will be given priority.\*

**Fall Term:** August 12-October 30, 2019. Preference given to someone who can stay on until December.

We understand that school schedules and school internship requirements may differ from our schedule. Minimum commitment requirement is **12 weeks**.

**To Apply:** Please apply by May 20, 2019 with a resume and 3 examples of engaging social media content you have created, and a brief cover letter (1 page) that includes what you hope to gain during your internship, and what you think you could most contribute.

Please also include your desired hours and schedule availability. Please send these documents to Attn: Sarah Jones, Marketing Manager, at [apply@growinghope.net](mailto:apply@growinghope.net) or drop them off in person to the Growing Hope Urban Farm at 922 West Michigan Avenue, Ypsilanti, MI 48197. No formal education is required for this position.

*Growing Hope encourages people of color and individuals who possess an in-depth understanding of poverty or economic hardship to apply. We welcome a diverse pool of applicants and make employment decisions on the basis of merit. We do not discriminate potential employees based on race, creed, age, physical ability, national origin, sex, gender identity, sexual orientation or marital status. Accommodations will be made so that the application process and position is made accessible for qualified applicants.*