

UNPAID INTERNSHIP OPPORTUNITY

## Marketing Intern Wanted

Are you a marketing student looking to build your resume, earn academic credit, and gain hands-on nonprofit experience? This is your opportunity.

Unpaid / for credit · 8 hrs / week · Remote & flexible · Weekly supervision · ASL interest a plus

### Weekly supervision & check-in included

You'll meet with your supervisor every week for a dedicated check-in — review your work, get feedback, set goals, and ask questions. This satisfies most university supervision requirements for academic credit.

### Interested in ASL or Deaf culture?

Any experience with American Sign Language is a meaningful bonus. ASL-inclusive content expands our reach to the Deaf and hard-of-hearing community — and opens exciting creative possibilities for an intern passionate about accessibility.

## WHY INTERN WITH SILENT HOPE?

### Academic credit

Fulfills internship requirements for most marketing programs. We'll sign any paperwork and provide weekly supervision documentation.

### Portfolio work

Real published posts, real analytics, real audience growth — all yours to show employers.

### Professional reference

Earn a written recommendation letter from the founder upon successful completion.

### Meaningful cause

Your marketing skills directly support people in need — not just a product.

## WHAT YOU'LL BE DOING

- Write and schedule **3 social media posts per week** on Facebook and Instagram (~2 hrs)
- Design graphics using **Canva** — applying real marketing principles like visual hierarchy and brand voice (~1 hr)
- Engage with followers, respond to comments, and help **grow an active online community** (~1 hr)
- Research **trends, hashtags, and competitor nonprofits** to inform content strategy (~1 hr)
- Draft and send a simple **monthly email newsletter** to supporters using Mailchimp (~1 hr)
- Track performance using **Google Analytics & Meta Insights** and present a monthly report (~1 hr)
- Attend a **weekly check-in with your supervisor** to review work, get feedback, and set priorities (~1 hr)
- **Optional:** Develop ASL-inclusive content — signed video clips or accessibility-focused posts — to expand reach to the Deaf community

## 3 - MONTH LEARNING JOURNEY

### MONTH 1

#### Foundation

Learn brand voice, tools, and strategy. Start posting, newsletters, and weekly check-ins with your supervisor.

### MONTH 2

#### Content creation

Take full ownership of posts and newsletters. Explore Reels, carousels, stories, and email formats.

### MONTH 3

#### Strategy & analytics

Analyze social, website, and email data. Present findings and help shape the content plan going forward.

### COMPLETION

#### Reference & credit

Receive a written reference letter, internship verification, supervision records, and your full portfolio.

### WHAT YOU'LL WALK AWAY WITH

3 months of live nonprofit social media & email marketing · Published content portfolio · Founder reference letter · Academic credit documentation · Weekly supervision records

**Tools:** Canva · Meta Business Suite · Mailchimp · Wix · Google Analytics

### WHO WE'RE LOOKING FOR

- Currently enrolled in a **marketing, communications, or related degree program**
- Some personal experience with Facebook or Instagram — no professional experience needed
- **A good communicator** — comfortable sharing ideas, asking questions, and giving updates to the team
- Strong written communication skills — warm, clear, and audience-aware
- Self-motivated, reliable, and genuinely passionate about making a difference
- **Bonus:** Any level of ASL knowledge, Deaf culture awareness, or passion for accessibility and inclusive communication

## Apply for the internship

Visit [silent-hope.com](https://silent-hope.com) or email us to get started