



**Position Description: Marketing Internship**  
**Department: Community Engagement**  
**Program: Events and Outreach**

<p><b>Location:</b> 1611 E. 7<sup>th</sup> Street Charlotte NC 28204 704-333-8099</p>
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International House is a nonprofit organization that empowers immigrants and international culture to thrive in Charlotte. International House enriches the lives of immigrants, residents, and the community of Charlotte through cross-cultural connections that foster understanding and fuel inspiration. Our hands-on programs help immigrants settle and succeed in this region while helping residents and businesses connect with people and cultures from around the world. We offer direct services through our immigration law clinic, Adult ESL classes, and after school tutoring program for children in CMS. We also offer several cultural enrichment programs including Conversation Hours in various languages, an International Book Club, and our Citizen Diplomacy Program which facilitates international visitor exchange programs.

We host a variety of events and fundraising initiatives throughout the year to support our programs. In the past, these events have included an annual “Tapas and Testimonials” fundraiser in the fall, community resource fairs and tabling events in the spring, an annual immigrant-focused art competition called “The Journey”, a community event during national “Welcome Week”, a Volunteer Appreciation event in December, in addition to various fundraisers at local breweries and restaurants. We also host a monthly meet-n-greet event called “People of the World” which features a different cultural group living here in Charlotte each month. We’re looking for a dedicated intern to help us plan, coordinate, and host these various events, as well as help us create content and maintain our social media accounts.

**Roles and Responsibilities:**

- Front Office/Administrative Duties
  - Answering the phone, transferring calls, responding to voicemails/emails, greeting and assisting walk-ins
  - Making copies, filing paperwork, general office maintenance
  - Work on special projects as needed, including marketing materials like flyers, brochures, social media posts, etc.
- Research and Outreach
  - Collecting information on potential event locations, like breweries and restaurants
  - Contacting venues to request rental quotes and event policies.
  - Collecting and sharing venue information with the IH Event Committee and IH staff
  - Develop an event marketing strategy; create and distribute marketing materials related to events.
  - Attend community events like resource fairs to share information and help advertise IH programs and services.
- Event Committee Support
  - Work with event and outreach volunteers to ensure smooth operation of event planning and day-of operations.

- Track event committee involvement and accomplishment of assigned tasks and responsibilities; follow up and support event volunteers as needed to complete tasks.
- Provide on-going enrichment opportunities like workshops on marketing strategies and working with diverse groups to event committee or outreach volunteers.

#### **Time Commitment:**

- Minimum of 12-16 hours a week for a full school year (August 2023- May 2024)
- IH Office is open Monday-Thursday from 9 AM – 5 PM for in-person, weekly hours.
  - *Exact schedule determined by intern class schedule and work obligations.*
- Hybrid schedule: many marketing projects and assignments can be completed remotely.
- Some evenings and weekends may be requested; weekend or evening hours will contribute toward weekly hour requirement.

#### **Qualifications:**

- Highly organized individual with strong oral and written communication skills
- Independent, responsible, and self-motivated
- Strong computer proficiency skills (Microsoft Office, SharePoint, Canva)
- Cultural awareness and sensitivity
- Experience working with diverse populations.
- Photography or videography skills are considered a plus, but not a requirement.

#### **Additional Details:**

- This is an unpaid internship opportunity which may be eligible for university credit, depending on the interns' academic department and area of study.
- Exact schedule TBD based on intern class schedule and any paid work obligations.
- International House requires all staff and interns to be fully vaccinated against covid-19, and to provide proof of vaccination prior to starting internship.

**To apply: Please send your resume and a cover letter to**

**Lauren Rogers, Director of Community Engagement at [Lrogers@ihclt.org](mailto:Lrogers@ihclt.org)**

**If selected for additional consideration, you'll be contacted via email by IH staff to schedule an interview and submit a writing sample.**