



Working Wardrobes Job Description

Marketing Intern

About Working Wardrobes: Since 1990, Working Wardrobes has changed the lives of over 110,000 at-risk men, women, young adults, and veterans. We provide workforce readiness services in an atmosphere of dignity that transforms our clients from the inside out. The final step in their transformation is a success suit to nail that job interview! Through generous donations, we can offer clients clothing services in our Wardrobe Center as well as sell quality, new and gently used clothing & accessories in four retail stores throughout Orange County. The greatest measure of their success is hearing a client say, "I got the job!" We empower our team to also achieve career success. As a team, we work hard, have each other's back and think creatively to achieve our goals.

Marketing Internship

The Marketing Intern will work directly with the Public Relations Committee and supervised by the Marketing Manager. They will support the organization by working on marketing initiatives that reinforce Working Wardrobes development campaigns and events, communicating campaigns that drive revenue in our retail stores; and collateral/campaigns that promote the organization's mission/brand and attract donors and corporate partners.

A top candidate is an outgoing, dependable individual with a positive attitude who can work independently in a fast-paced environment. Professional appearance and business attire are required.

Sample Responsibilities may include:

- Research for white papers & e-blasts for the Women's & Repositioning Campaigns
- Research for social media content that highlights veterans, justice-involved and senior populations surrounding unemployment and workforce readiness issues.
- Script writing for social media content
- Social captures – videos, customer testimonials, store managers latest and greatest in store offerings
- Marketing Collateral for sale promos (signs, coupons etc)
- Marketing PPT updates for store loops (and for DC and Main Office) – updates & uploads to flash drives
- Support for marketing needs for DC/Donor communications (latest: flyers Donation Drives, Volunteers) Attend monthly committee meetings, record notes and send out minutes to all committee members.
- Participate in weekly check-ins with Supervisor, All Staff and other production meetings.

Desired Qualifications:

- Strong interest in social services, marketing, public relations, and non-profit business
- Excellent written and oral communication skills
- Ability to research information and prepare collateral and other correspondences.
- Experience with Microsoft Office Suite, especially Word and Excel
- Experience with social media platforms (Facebook, Instagram, LinkedIn)
- Applicants must be currently or soon-to-be enrolled in a college level program majoring in marketing, public relations, business or other related majors.

Benefits:

Although this is an unpaid internship that does not lead to paid employment or include employee benefits, students are offered the following benefits:

- Full access to workforce readiness training and one-on-one job coaching through the Career Success Institute
- A professional business suit through our Wardrobe Center
- Opportunity to apply academic skills and knowledge in a workplace environment
- Fulfill college/university internship requirements
- Network in their fields of interest with professionals who are dedicated to making a positive difference in Orange County

Additional Information:

- 10-15 hrs./week
- Non-Paid. Academic Credit Internship
- Hybrid virtual & in-person opportunity while following recommended safety & health guidelines.
- *Safety Requirements:* Fully vaccinated individuals are not required to wear a mask but may still choose to do so. Unvaccinated individuals are required to wear a mask while indoors at any of our locations.

Application Procedure

- Resume & Cover Letter
- Writing sample

The cover letter is an opportunity for students to describe career and academic goals, to elaborate upon personal and academic accomplishments, and to identify what type of internship experience they are seeking. Writing sample may include a research paper, editorial, article or blog preferably related to the marketing field of study.

As an **Equal Opportunity Employer**, Working Wardrobes does not discriminate against applicants or employees because of race, color, creed, religion, sex, national origin, veteran status, disability, age, citizenship, marital or domestic/civil partnership status, sexual orientation, gender identity or expression or because of any other status or condition protected by applicable federal, state or local law.

Submit Applications to Bianca Herrera, Volunteer & Intern Manager via email at biancah@workingwardrobes.org