



Handmade by Friendship Bridge

Marketing Internship, Spring 2022

Summary

Position Summary: The Handmade by Friendship Bridge Marketing Internship will work closely with the Handmade by Friendship Bridge team in Guatemala and the United States in the marketing efforts to sell handmade designs through Friendship Circles, Wholesale Clients, and mainly our online marketplace at [Handmade by Friendship Bridge](https://www.handmadebyfriendshipbridge.com).

Reports to: Handmade by Friendship Bridge Communications and Visual Design Coordinator.

- **Location:** Remote Opportunity and/or In-Office, located in Lakewood, Colorado
- **Time Commitment:** 20-25 Hours Per Week for at least 3 months
- **Compensation:** This is an unpaid position, however, we offer a flexible schedule with the opportunity to ensure this internship fits your educational needs to earn school credit.

Responsibilities: The Handmade by Friendship Bridge Marketing Intern is part of the Handmade by Friendship Bridge team and will be responsible for supporting in the following areas:

Marketing: Online Store

- Listing of new products.
- Update and review units to existing lists after shipments.
- Update blog.
- Support in the naming of new products.

Photography: Product Photos

- Clean and retouch photos in Photoshop.
- Optimize saving information.
- Organize photos per category in the drive's library.
- Upload photos to the general library at drive.

Social Media: TikTok, Facebook, Instagram

- Write creative and engaging copies for posts.
- Select photos to post on Loomly.
- Create TikToks to promote products and artisan clients.

- Create stories for Instagram and Facebook.
- Answer comments and messages.
- Start a Pinterest account.
- Reach out to influencers to contact for collaborations.

Email Campaigns: eblasts and copy.


- Develop engaging paragraphs for weekly eblast.
- Suggest topics for wholesalers eblasts.
- Select media content for wholesalers e-blasts.
- Reach out free platforms to create eblasts.

Desired Skills and Experience

- Experience using social media platforms for professional purposes.
- An understanding of the uses and benefits of various social media marketing tools, including hashtag keywords, boosted posts, event promotion, and product promotion.
- Good writing skills.
- A tech-savvy individual who can learn new digital tools quickly and independently.
- Knowledge of the use of Adobe Suite products (mainly Photoshop)
- Familiarity with Google Suite (Google Calendar, Docs, Sheets, Google Meet, etc.)
- Interest in nonprofit marketing and fundraising.
- Strong oral and written communications skills.
- Ability to work independently.
- Strong research skills; can be trusted to fact-check from reputable sources.
- Flexible to assist with unforeseen tasks.
- Ability to provide feedback with kind confidence.
- Spanish proficiency is desired but not required.

Tools we use:

- Squarespace
- Shopify
- Adobe Creative Suite
- Social Media Platforms: Facebook, Instagram, Tiktok
- Macrobase Inventory System
- Other Tools: Loomly, Canva, Smug Mug.



How to Apply: Please email resume and cover letter to Handmade by Friendship Bridge at handmade@friendshipbridge.org with the **Subject Line:** Application - Marketing Internship Spring 2022

Our Mission

Friendship Bridge is a nonprofit social enterprise creating opportunities that empower women in Guatemala to build a better life. We use an innovative and high-impact approach to poverty alleviation by combining the tools of microfinance, education, and preventive health services. We call this *Microcredit Plus*. As a result of participating in our programs, our clients experience a combination of increased resilience, improved empowerment, and accelerated business development.

www.friendshipbridge.org