



## Position Description

**Job Title:** Marketing and Communications Intern

**Employment Dates:** on going

**Days and Hours:** The Marketing and Communications Intern will work **10 - 20 hours per week** with flexible scheduling based on the program's needs.

**Pay and Benefits:** \$15/hour. Weekly share of vegetables (\$400 value)

**About Soul Food Project:** Soul Food Project is an urban farm in the northeast corridor of Indianapolis. Soul Food Project is committed to fostering wellness in the African-American community by providing affordable food and raising our youth as future leaders. More than food production, our farms serve as beautiful oases in Indianapolis and are used as teaching laboratories for people of all ages. We also grow food that is distributed at a weekly farm stand, food pantries, and veggie boxes in the neighborhood. Food justice, youth power & cultural roots are the core foundations of our work.

**Overview:** Join the Soul Food Project team as a dynamic and enthusiastic Marketing and Communications Intern! This exciting opportunity allows you to dive into various facets of marketing within a relaxed and supportive environment. As you collaborate with our Communications Manager, you'll help shape our marketing strategies and drive our mission forward. You'll have the chance to work both independently and as part of a team, contributing to impactful programming and events. This internship is a wonderful way to develop your professional skills while making a meaningful difference! Duties included but not limited to:

### Content Creation

- Collaborate with other Soul Food Project staff to develop engaging and compelling content for various platforms, including social media (Facebook, Instagram, Tiktok LinkedIn), website (Wix), newsletters, and blog posts
- Create visually appealing graphics, images, and videos to support marketing campaigns and communications

### Social Media Coordination & Analytics

- Help manage and grow our social media engagement across various platforms by curating content, scheduling posts, and engaging with our community and followers

- Monitor social media analytics and assist in generating insights to refine our marketing strategies
- Assist in gathering and analyzation of digital marketing metrics and data to measure the effectiveness of campaigns and communication strategies
- Contribute to regular reports outlining key performance indicators and recommendations for improvement

### **Public Relations**

- Help draft press releases, media kits, and other materials to communicate our organizational achievements and events to the media
- Assist in building and maintaining relationships with relevant media contacts

**Reports to:** Chief Marketing Officer

**Supervises:** n/a

**Location:** Hybrid of remote and on-farm experience, preference will be given to someone who lives near the farm

**Hours:** Part-time

### **Skills & Qualifications**

- Outstanding written and verbal communication skills
- Excellent initiative and follow-through, including in remote positions
- Reliable transportation as you will need to travel between sites
- Commitment to excellence, efficient work practices, and pride in a job well done. ● Technology literacy with Google Suite and Zoom. Willing to seek out and attend tech workshops to learn additional platforms, such as Hootsuite, Wix, Canva, and Mailchimp.
- High attention to detail
- Emotional maturity treats others with kindness, respect, and compassion.
- Able to work collaboratively with people from diverse backgrounds in terms of race, ethnicity, gender (including trans\* and nonbinary individuals and communities), sexual orientation, class, and religion
- Experience living and working in communities of color, including fluency in Black, Indigenous, and/or Latinx cultural reference points
- Life experience living and working in low income/low financial wealth communities preferred

For questions or to apply, please contact [info@soulfoodprojectindy.org](mailto:info@soulfoodprojectindy.org)