



Influencer Marketing Strategist Internship

Start & End Date:

January 5, 2021 - May 13, 2021

Applicable Majors:

Digital Marketing, Communications, Marketing, Social Media Marketing

Why this position matters:

This internship is a great opportunity for you to build a significant portfolio showcasing your marketing and relationship management skills. You will become a trusted member of the team with considerable responsibilities and lots of support and training. You will be able to show future employers how, because of your leadership and creativity, you improved engagement and increased donations to help hundreds of orphans! This is a position that won't just help you gain experience and a portfolio, this is an opportunity for you to change the future of children.

What this role is all about:

We are looking for the Influencer Marketing Specialist Intern who is creative and highly motivated to make a difference. You need to already have some marketing and social media experience along with a passion for connecting with our past and future followers. You will be responsible for creating and maintaining relationships with medium to large influencers, as well as ambassadors who have previously volunteered. You need to be organized and mindful to be able to "actively listen" for our brand and encourage more activity promoting our brand.

Possible responsibilities are: Writing text messaging campaigns for ambassadors, finding new influencers and developing an influencer marketing strategy, engaging with our audience on a daily basis, creating a database of information about our existing audiences to further engage audience in new ways.



In short you will be responsible for:

- Overseeing the day-to-day activities including:
 - Social media engagement
 - Influencer outreach
 - Ambassador outreach and monitoring
- Participating in discussions with the marketing team to determine quarterly strategies
- Monitoring trends in social media tools, applications, channels, design and strategy.
- Work with influencers and the Marketing Manager to develop influencer contracts and marketing.
- Creating new processes to involve our existing community through marketing channels

Required Skills:

- Basic understanding of influencer marketing
- Experience and/or knowledge of market research
- Ability to connect strategies to build and nurture a community
- Ability to work on a team as well as independently
- Excellent written and verbal communication skills; proficient in English
- Superb organizational skills
- Excellent time management skills; able to prioritize
- Customer relationship management
- Mass texting techniques

Nice to Have Skills:

- Some Spanish skills
- An eye for design
- Ability to “perform” (speak confidently and energetically) in front of a camera

A note from the Executive Director:

If you want to apply for this position, the following should be true of you:

- You need to take initiative and be willing to make mistakes. We’ve failed lots in the past and try to make new mistakes every day because we believe that is how you learn the quickest. You need to trust us to be cool and you need to be vulnerable.



- You aren't assumptive, you look for clarity and don't mind looking ignorant because you care more about being valuable than looking smart. You will understand why you are doing what is asked of you because you know we expect you to use your brain and make judgement calls regularly.
- You should know yourself pretty well - knowing your strengths and weaknesses (bonus points if you include your top 5 strengths from Gallup's Strengthsfinder assessment in your cover letter).
- You should be confident and friendly, not intimidated by others. You should be direct and to the point and not worry about hurting our feelings (but don't be mean).

About Us:

A Child's Hope Foundation (ACHF) is a 501(c)3 public charity that's mission is "Lifting Orphans from Surviving to Thriving." Please check us out at www.achf.org and look for us on FB and Instagram.

To apply, email your cover letter and resume to info@achf.org.