

Marketing & Communications Intern

Lakeshore Habitat for Humanity is seeking a Marketing & Communications Intern for the summer of 2025. The intern will play an active role in Lakeshore Habitat's Development Team and will assist the Marketing & Communications Manager with the implementation of Lakeshore Habitat's marketing strategy. Join our team for an opportunity to gain hands-on experience in a nonprofit setting in marketing, communications, and event planning.

Lakeshore Habitat for Humanity provides safety, stability, and self-reliance for families through shelter. Since 1990, Lakeshore Habitat has provided affordable homes to 175 families in our service area of Ottawa, Allegan, and Van Buren counties. Currently, we are building a 42-home development in south Holland, Michigan in collaboration with Jubilee Ministries.

Responsibilities

- Social Media Management
 - Assist with social media content creation and captioning
 - Create and edit photo and video content for social media and other uses
 - Schedule content across social media platforms
 - Monitor social media analytics
- Content Creation
 - Interact with homeowners, volunteers, and donors and capture their stories
 - Write content for email newsletters, social media, blog posts, and other marketing materials
 - Create marketing materials for print or digital uses
 - Design graphics for email marketing, social media, etc.
- Campaign Support
 - Assist in developing and executing marketing campaigns across multiple channels (email, social media, website)
- Event Support
 - Support event execution and event marketing
- Administrative Tasks
 - Digital asset organization
 - List management
- Assist Marketing & Communications Manager as needed

Required Skills

- Currently enrolled and pursuing a degree in communications, marketing, public relations, journalism, or related field
- Strong written and oral communication skills

- Experience with Adobe Creative Cloud, Canva, Microsoft Suite, and social media platforms (Facebook, Instagram, LinkedIn)

Application

- To apply, please submit a cover letter with 2-3 examples of social media posts, blog posts or other marketing materials from your prior academic, extracurricular, or work experience to cryan@lakeshorehabitat.org by April 18, 2025.

