



Organizational Marketing & Promotions Intern

Reports to: Rick Bernardo & Leigh Rosenberg

Date: May 12, 2010

PROJECT DESCRIPTION

Help the Minnesota Housing Partnership (www.MHPonline.org) formulate and implement a plan to improve marketing and promotions of our work. MHP is a source of knowledge and connections to create and preserve affordable housing for all Minnesotans.

MHP is in the process of updating and refining promotions and marketing for our technical assistance, trainings, research, and policy work. The **Organizational Marketing & Promotions Intern** will help assess current MHP marketing and promotional strategies (including user surveys and assessments of other organizations marketing), create a promotional plan for MHP's work, and set up strategies to implement the promotional plan. The plan will improve promotions of MHP's loan and grant programs, technical assistance, HUD trainings, newsletters, and research reports. The plan will also comprise positioning MHP through social media (Facebook, blogs, etc.) and streamlining the organization's website for better access and usability.

This part-time position is for Summer 2010 with the possibility of extension, contingent upon satisfactory performance. Internship may include a modest stipend or university credit.

JOB QUALIFICATIONS

1. Excellent written and verbal communication skills.
2. Experience with marketing/promotions, especially with non-profit organizations preferred.
3. Good working knowledge of social media and trends.
4. Ability to work independently, as well as in a team setting.
5. Ability to solve problems creatively, including research and analysis.
6. Ability to plan for and meet project deadlines.
7. Experience with website design preferred.
8. Strong computer skills.
9. Experience with non-profits preferred.

ABOUT THE ORGANIZATION:

Minnesota Housing Partnership (MHP) is a nonprofit organization that provides a comprehensive array of resources that help local organizations, businesses, communities, and elected officials in Minnesota create homes for all. MHP's activities include policy advocacy, research, technical assistance, and financial tools and support to create and maintain affordable housing across the state of Minnesota.

HOW TO APPLY:

To apply, send a cover letter, resume and details about availability, course requirements, and salary requirements (if applicable) to: Leigh Rosenberg, Minnesota Housing Partnership—by email to rosenberg@mhponline.org, by mail to 2446 University Ave. W., Suite 140, St. Paul, MN 55114, or by fax to 651 649-1725. Phone: 651 925-5543.