Palmetto Goodwill is a (501)(c)(3) organization that serves 18 counties throughout the Lower South Carolina region. We have 30 retail stores/donation centers, 15 contract sites and 14 job link centers. We provide job training and employment services to individuals looking for work, especially those with barriers to employment, such as a disability.

**Internship Description:**

Learning Objectives:
1.) Apply marketing concepts to problems and issues related to the organization
2.) Demonstrate effective communication skills: reports/email/writing skills
3.) Create and carryout media relation strategies
4.) Coordination and planning of events: creating project lists
5.) Produce advertising campaign with media plan
6.) Analyze the customer service, practices and organizational culture
7.) Identify and analyze target market for organization's diverse business lines
8.) Identify and report on issues affecting diversity in the workplace
9.) Demonstrate the basics of web page design
10) Plan and write social media content
11.) Ability to effectively communicate the mission of the organization through organizational and public speaking opportunities.
12.) Learn proper networking skills through Chamber and/or young professional groups

Description: Assist the marketing department with the creation and implementation of marketing programs and special functions that effectively describe and promote the organization and its business lines.

Responsibilities:
- Write articles and assist in planning and distribution of newsletter
- Assist in writing and distributing press releases
- Design marketing collateral: flyers, brochures, emails and signage
- Assist with special events including planning, coordination and execution: grand opening events, community outreach events, Hiring events, fundraising events, etc.
- Evaluate/edit/create content for organization website
- Participate in weekly marketing meetings and creative brainstorm meetings
- Support marketing team with research, social media marketing and CRM database consolidation
- Performs other marketing-related tasks as assigned

There is a potential $1,500 stipend for this internship, given criteria is met by the intern.