



Company Overview: Hopeful Change, LLC is a community-based organization that operates on evidenced-based modalities of culturally competent mentoring and mental health services using a trauma-informed approach to strengthen the social-emotional well-being of youth and their families. We service youth and young adults aged 6-24 years old who are experiencing trauma or are impacted by violence. We provide counseling, therapy, and mentoring in individual and group formats. Hopeful Change also provides school-based and community violence prevention and intervention and leadership development programs for youth and young adults. We collaborate with schools to provide behavioral support groups about violence prevention and intervention, skill building, leadership training, and school safety planning to provide at-risk youth and schools with the tools needed to become more trauma-informed, safer, and equipped for success.

As we celebrate our **13th year**, we invite you to join us in shaping the next decade of impact. Be a relentless force for a world of longer, healthier lives as we remain devoted to a future of health and hope for everyone, everywhere. At Hopeful Change, your contribution matters, and so does your career.

Hopeful Change's Internship Program provides college students an opportunity for hands-on experience in various facets for individuals interested in gaining work experience with a health organization.

In this role, the intern has opportunities to learn hands-on how the Marketing Communications Lead promotes the organization's campaigns, research, programs, causes, and initiatives to achieve safety, health, and healing for all. The internship will provide an opportunity to collaborate with teams across the Marketing and Communications, Development, and Community Impact departments, and throughout the Hopeful Change Ecosystem. The intern will provide support to and collaborate with the Marketing Communications Lead through various marketing communications strategies and tactics, such as media pitching, handling media inquiries and expert interviews, supporting the organization's translation and transcreation needs, and performing administrative and core marketing duties.

Position Overview: We are seeking a creative and motivated Social Media Marketing Intern to join our dynamic team. This internship offers a unique opportunity to gain hands-on experience in social media management, content creation, and digital marketing within a fast-paced,

innovative company. As a Social Media Marketing Intern, you will play a key role in enhancing our online presence and engaging with our growing audience.

Key Responsibilities:

- Assist in developing and implementing social media strategies across various platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok).
- Create engaging, shareable content, including graphics, videos, and written posts, tailored to our target audience.
- Monitor social media channels for trends, opportunities, and customer feedback, and respond to inquiries or comments in a timely manner.
- Collaborate with the marketing team to plan and execute social media campaigns that align with company goals and initiatives.
- Analyze social media performance metrics and provide regular reports with insights and recommendations for improvement.
- Stay up to date with the latest social media best practices, tools, and trends to ensure Hopeful Change remains competitive and relevant.
- Support the team in other marketing-related tasks and projects as needed.
- Assist in drafting a wide variety of Marketing Communications materials to promote campaigns, events, and programs (e.g., resource links, internal tools, photos, or other multimedia).
- Demonstrated skills in effective one-on-one and group communications and work with all levels of media contacts, community leaders, and Hopeful Change's volunteers and staff.
- Responsible for collaborating and assisting the Marketing Communications Lead in planning and executing the marketing and communications efforts to promote via earned media or paid media strategies, programs, campaigns, and initiatives.

Qualifications: Are you interested in an internship opportunity with Hopeful Change?

We welcome individuals who are currently pursuing an undergraduate (BS) and/or a graduate (MS) degree in Marketing, Communications, Journalism, Business, or a related field to participate in our paid internship opportunities. Through this role you will gain meaningful, hands-on experience working for an award-winning company.

- Strong understanding of social media platforms and their respective audiences.
- Excellent written and verbal communication skills with a creative flair.
- Basic knowledge of graphic design tools (e.g., Canva) and video editing software (CapCut) is a plus.

- Detail-oriented with strong organizational skills and the ability to manage multiple projects simultaneously.
- Passion for social media and digital marketing, with a proactive and positive attitude.
- Able to assist in the video filming, editing, and uploading process.
- Ability to work independently and as part of a team, prioritize tasks, and meet deadlines in a fast-paced environment.
- Ability to maintain professionalism in a corporate or non-profit environment and assume responsibility for guiding projects and programs from inception to completion.
- Proficiency in additional design or video editing software beyond the specified tools is a plus.
- Basic knowledge of data analysis or research methodologies for more effective customer interviews and content summaries.
- Prior experience or coursework related to the specific project areas (e.g., web design, marketing, video production).

Internship Outcomes: Individuals participating in the internship program are provided with an opportunity to:

- Gain important and practical job skills to be successful in a for-profit/non-profit environment.
- Opportunity to explore a career path with a reputable health/service organization.
- Complete an internship that enriches your academic and professional resume as well as enriching your personal life by making a difference in the lives of others.

Location: Hybrid position with some remote work. Must be available to work on some evenings or weekends to attend events.

At Hopeful Change, our mission is to be a relentless force for a world of safer, healthier lives, regardless of race, ethnicity, gender, gender identity, religion, age, language, sexual orientation, national origin, or physical/cognitive abilities. We are committed to ensuring our workforce, workplace culture, and mission have a shared impact across a diverse set of backgrounds.

Compensation: Fall Internship (10 weeks)

10 hours/week

Format: Hybrid

Stipend: \$1,800

This internship is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. The student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of \$1,800 upon verification of their eligibility for a scholarship with the Financial Aid of ILSI. Students are expected to work 10 hours a week on average. Students need to be enrolled full-time. ILSI will handle onboarding and the payment process, and Fellows are expected to complete a blog post about their internship experience and participate in one Fellowship event with ILSI.

Apply Today: If you meet these qualifications, you're passionate, you're driven, and you're committed to making a difference, we want to hear from you! Don't wait - apply now to experience what a career with endless possibilities would be like at Hopeful Change.

To learn more: Visit us at www.hope2change.com

To apply: Email Derrick Townsend at thehopefulchange@gmail.com with your cover letter and resume.