



Social Media Marketing Internship – Fall Semester 2016

September 1st-December 11th

Ten Thousand Villages of Lincoln (TTV) is a 501(c)(3) fair trade retailer of artisan-crafted works from across the globe. A founding member of the World Fair Trade Organization (WFTO), Ten Thousand Villages sees fair trade as an alternative approach to conventional international trade. We seek to establish long-term buying relationships in places where skilled artisans are under-or unemployed, and in which they lack other opportunities for income.

Featuring products from more than 130 artisan groups in 38 countries, we are part of a network of over 70 retail outlets throughout the United States selling Ten Thousand Villages products. As one of the world's oldest and largest fair trade organizations, Ten Thousand Villages has spent more than 60 years cultivating trading relationships in which artisans receive a fair price for their work and consumers have access to distinctive handcrafted items.

We are currently seeking an Intern who is passionate about Fair Trade, our mission, and is interested in helping our Lincoln store reach "the next level"! Social Media sites are an invaluable marketing tool for reaching a larger audience and increasing buzz about our store. This position is perfect for any student looking to gain more hands-on experience in social media marketing or desiring insight into how a non-profit organization is managed!

Internship Responsibilities:

Social Media (50%)

- Work with the Community Outreach/Education Committee and Store Managers to manage TTV Lincoln's social media presence by posting items about our store, Fair Trade, and events on our Facebook, Twitter and Instagram accounts
- Create social media reports and monitor activity and impact of posts
- Develop and implement creative techniques to increase reach and engagement and build community
- Create and implement innovative ways to utilize social media as a means to attract potential customers and volunteers, and as an educational tool to inform the public on Fair Trade
- Attend and cover store events, performances and special sales/promotions

Customer Service (20%)

- Spend 4 hours a week (*preferably during Farmer's Market hours on Saturday Mornings 9-1 or 10-2*) on our sales floor, engaging customers and familiarizing yourself with TTV products
- Watch the "New Item Videos" every month
- Verbally market upcoming events to customers

Marketing (30%)

- Create event pages on Facebook, online calendars; promote events through social media
- Research and write about artisan groups that TTV works with on social media outlets
- Assist with planning and promoting of Fair Trade events (specifically entertainment, educational demos in the store during the Farmer's Market)
- Attend Community Outreach/Events Committee meetings
- Create an action plan for recruiting university students to become a part of our Fair Trade Ambassadors Program

Preferred Skills

- Excellent communication skills (verbal, written, electronic)
- Enjoys using Social Media - Facebook, Twitter and Instagram experience essential
- Marketing and/or Customer Service experience preferred
- Graphic Design experience a plus (not required)
- Able to take initiative and step outside comfort zone to learn

Internship Perks

- Up to 25% off your purchases at TTV Lincoln (discounts are based on number of shifts worked within a 4 week period. Discounts start at 10% and go up to 25%)!
- Positive, creative, and fun work environment at one of the World's Most Ethical Companies (*Ethisphere Institute)
- Opportunities to network with like-minded community members
- Professional development through Ten Thousand Villages staff evaluations and relevant training sessions

How to apply

Interested applicants should submit brief letter of interest and resume to the Store Manager (Gabby Ayala), at lincoln@tenthousandvillages.com. Internship requires 10 hours per week and a minimum of 4 hours in our store at 801 P ST (the remaining hours can be completed remotely) and will begin at the end of May 2016. Since we are a nonprofit, **this is an unpaid internship**. Talk with your advisor to use this internship for college credit.