



**FOR OAK CLIFF ROLE DESCRIPTION**

<b>Role Title</b> Marketing Intern	<b>Job Status/Compensation:</b> Part-time, Seasonal (w/possibility to extend), Non-exempt	<b>Reports to:</b> Manager of Community Encouragement
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**About For Oak Cliff:**

For Oak Cliff provides culturally responsive programming to liberate South Oak Cliff from systemic oppression by creating a culture of education and improving social mobility and social capital. We accomplish our mission in partnership with our community through our four pillars: Education, Arts, Community Building, and Advocacy.

**Role Summary:**

The Program Manager will provide a consistent presence and backbone support For Oak Cliff programs and other related events during and after school activities with youth and families. This role will require the significant capacity to build relationships with the FOC team and a range of stakeholders simultaneously, including and primarily with FOC Members and community guests living within the Superblock, while advocating for their needs from within the organization. This position will play a key role in ensuring For Oak Cliff continues to provide culturally responsive programming to liberate South Oak Cliff from systemic oppression by creating a culture of education and improving social mobility and social capital. For Oak Cliff’s Program Manager is a consistent and welcoming partner to guests, members, and staff. They will oversee aspects of OST and Community Building programs, as well as the gym, theater, exercise center, pool, and gaming lab operations. This position will also help ensure that For Oak Cliff is a safe place of community, fun, and trust. The Program Manager should expect to work up to 30 hours a week between the Spring through the Summer.

**Marketing Specialist Intern**

The core function of this role on For Oak Cliff’s team is to support the FOC organization with program development and assist in the overall success of our neighbors and the FOC team.

**Requirements:**

- Current college student
- Studying Business/Entrepreneurship/Marketing
- Some experience in merchandise/apparel
- Knowledge of/Experience with Canva
- Intermediate experience with Facebook, Twitter, LinkedIn, and Instagram

**Discrete tasks and deliverables:**

**Marketing**

- Assist with designing flyers, banners, social media posts, merchandise, and other items for all

- events and public-facing opportunities.
- Keep all media organized in appropriate folders on Drive & Canva.
- Assist with drafting Signal Vine and Constant Contact content as it pertains to social posts and merchandise marketing.
- Inspire our community and beyond; attract high-impact donors, as well as mission-aligned celebrities, political figures, and other influencers to join our movement.
- Partner and manage vendor relationships with videographers, photographers, and other artists to create radical and laboratory multimedia experiences that build on past success and elevate our brand.
- Contribute to training local teens in merchandising and entrepreneurship during summer and afterschool programming.
- Support merchandise design, procurement, and assist in point of sale operations.
- Manage and organize all inventory.

### **Communications**

- Work closely with FOC staff to ensure alignment with our pillars and logistics in all publications.
- Create a marketing plan, calendar, and strategy that streamline the multiple departments and lanes of work happening within the organization.
- Communicate updates to branding, website, etc. to team internally as well as sharing and managing relationships with external stakeholders including vendors, donors, and the Board of Directors.

### **Reports to:**

#### Hours/Schedule

10:00 am- 6:00 pm Monday- Friday

\*Will choose days per week for a set schedule (for example Mon. Tues. Wed. or MWF)

\*Please note hours must be completed in person.

### **Role Qualifications:**

#### **Required:**

- Alignment with our values of Courage, Liberation, Love, and Wisdom and mission statement.
- Passion for creating positive change in the Superblock.
- High school diploma or equivalent required.
- College degree or at least 4 years equivalent work experience.
- Expertise in developing and executing programs with youth and families.
- Ability to work independently and collaboratively to achieve program excellence.
- Must be able to pass a background screening in compliance with company policy.
- Excellent interpersonal and customer service skills.

#### **Special Requirements:**

- Ability to work varying shifts including long hours, after hours, and weekends when necessary.
- Transportation to attend meetings, events, and various functions as required.
- Ability to work off-site.

- Ability to work in fast paced environments.
- Perform other duties as necessary and assigned.

**Physical Requirements:**

- Required to perform moderate physical work and lift/carry up to 50lbs at a time.
- Exposed to all weather conditions when conducting outdoor activities if required.
- Subject to minor injuries when conducting and participating in sport activities.
- May require long periods of standing, walking, bending, twisting, reaching, squatting, carrying, dragging, holding, pulling, pushing, and lifting when setting up and conducting recreation programs or sports activities.

**Preferred:**

- Resident or native of the Superblock within our targeted 75216 zip code.
- Experience and comfort with technology platforms like Canva, Constant Contact, data entry with Client Case Management (CCM) platforms, Google Suite, virtual communications, and more.
- Experience with policy, advocacy, community organizing, and/or local politics and social change.
- Conflict resolution and/or peacekeeping experience.
- Bilingual is a plus but not required.
- Open to being on-call for FOC facility rentals.

**Supplemental Information**

- Occasional exposure to hostile program participants.