

Opportunity International

General Marketing Internship

Job Title: General Marketing Internship

Opportunity International is the world's largest Christian microfinance provider. Interns have an opportunity to contribute to and gain valuable hands-on experience in the marketing department of a dynamic and rapidly expanding international development organization. Summer Internships require a minimum of 300 hours over twelve weeks and Fall/Spring Semesters require 16 hours per week. All internships are unpaid. Positions are highly competitive and space is limited.

Opportunity Mission and Background

The mission of Opportunity International is to empower people in chronic poverty to transform their lives through small loans, mentoring, and training in basic business practices. Opportunity is motivated by Christ's call to serve the poor.

Opportunity International was founded in 1971 by a small group of American Christian business leaders who sought a solution to poverty that tapped into the spirit of enterprise and created dignity without dependency. Through small loans and business training, one person after another could begin to reverse the downward spiral of poverty and become providers for their families and leaders in their communities.

Opportunity has established itself as a global leader in building microfinance institutions that deliver a full range of financial services for the poor – from microloans and insurance to savings and debit accounts. Opportunity microfinance banks offer the professionalism and security of a commercial bank, but keep their focus on serving poor entrepreneurs with customized products and services and superior customer care.

Opportunity now serves over 1,000,000 clients annually and hopes to continue its growth to be able to impact the lives of even more poor people around the world.

Primary Internship Objective:

Interns will support the Marketing department in the areas of social networking, graphic design, copy writing and web management in order to help Opportunity International further its mission to provide microfinance services to the poor, and empower communities in developing countries.

Internship Summary

Tasks and activities focus on marketing initiatives. You will assist the marketing staff on projects which help communicate our message, expand our reach, and ultimately drive fundraising in order to provide microfinance services to the poor.

Key tasks include: competitive and consumer research, social networking, print/online communication, website management and event staffing.

Learning Objectives:

1. Gain a thorough understanding of the non-profit business-oriented solution to poverty known as microfinance.
2. Apply marketing concepts learned in the classroom in a real business environment.
3. Examine how social networking & social media initiatives drive online awareness & donations.
4. Understanding of web 2.0 marketing and online giving patterns.

Sample Projects:

- Update social media pages, post comments and interact with members
- Assist in production of print and online publications
- Support the management of various websites
- Research and development of internal documents

Qualifications:

- A strong desire to pursue a career in microfinance/international development
- Outstanding academic accomplishments
- Excellent communication; motivated self-starting; and the ability to analyze and synthesize information.
- A major in marketing/advertising, communications, or PR
- Skills in graphic design or web publishing software are preferred but not required
- Excellent written communication skills
- Commitment to Opportunity International's mission and values.

Contact:

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