



Marketing Internship Position Description

Flourish Furnishings, Inc.

Host Agency

Flourish, Kansas City's only non-profit furniture bank

11971 Grandview Rd., Grandview, MO

Flourishfurniturebank.org

816.946.8600

Contact Person: Amy Cox, Executive Director, amy@flourishfurniturebank.org

About Flourish

Flourish is Kansas City's only non-profit furniture bank and the only organization offering families that have experienced housing instability with an ENTIRE home of furniture and home essentials. When families come to shop at Flourish, they leave with a moving truck full of items like beds, sofas, coffee tables, desk, bookshelves, dining tables and chairs, artwork, bedding, towels, dishes, cookware, lamps and more!

Flourish can provide these items at no cost to families through partnership with over 80 social service agencies. Our partner agencies serve individuals that have experienced domestic violence, youth aging out of foster care, immigrants and refugees, individuals re-entering our community from incarceration, families impacted by natural disaster, and those that have experienced financial difficulties resulting in housing instability.

Our partner agencies vet families for need and provide wrap-around services that help families get back on their feet. Having a home that is safe and furnished is a part of that process.

We serve families on Tuesdays, Wednesdays, Thursdays and Saturdays from our warehouse in Grandview, Mo.



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Position Summary

Flourish is looking for a Marketing Intern to contribute to important marketing efforts. The Marketing Intern will create content for Flourish across platforms including social media, email, and website. The Marketing Intern will be a key player in growing awareness and support for Flourish's mission across the Kansas City metro region and beyond. This role will include opportunities for community engagement and events.

The person in this role will work closely with Flourish's Development Manager.

Responsibilities

Social Media:

- Create content for social media including photography and videography
- Post content regularly on social media (2x a week)
- Work with staff and volunteers to determine current needs
- Showcase the stories of the people we serve
- Track current social media trends

Website:

- Create blog posts prioritizing SEO
- Improve website accessibility

Email Marketing:

- Create features for monthly newsletter

Community Outreach:

- Attend community events and donation drives



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Qualifications & Skills

- Flourish is seeking a currently enrolled student in an undergraduate degree in Marketing, Communications, or a related field or has equivalent experience
- Intrinsic desire and motivation to serve those in need
- Demonstrated ability to create successful social media content
- Demonstrated ability to communicate verbally and in writing for internal and public-facing audiences
- Experience with WordPress or other website design software
- Experience with Canva and/or Adobe Creative Tools
- Experience with CRM email software

Time Commitment

Hours: 10 hours per week, beginning September 2 and ending December 12.

The first two weeks of the internship will be spent on-site learning about Flourish. After the first two weeks, 3 hours will be spent on site capturing content and the remaining time spent on-site or off-site fulfilling the other requirements of the position.

Compensation and Mileage Reimbursement

A \$1800 stipend will be paid at the completion of this internship. Pre-approved mileage for travel related to fulfilling the requirements of this position will be reimbursed at the federal reimbursement rate.