



Job Description

Title: Social Media / Digital Marketing Internship	Employment Status: Part Time
Department: Admin	FLSA Status: Non-Exempt
Reports to: Director of Operations	Works closely with: Admin & ReStore Staff

SUMMARY: Greater Fredericksburg Habitat for Humanity is seeking a creative, organized, and mission-driven Social Media & Digital Marketing Intern to support and strengthen our online presence. This internship offers hands-on experience in nonprofit marketing, digital storytelling, and community engagement while working closely with our communications team and partner media agency, Consociate Media.

The intern will help execute digital marketing strategies that elevate our visibility, engage supporters, and promote Habitat's mission across multiple platforms, while also helping reinvigorate and expand the organization's email marketing efforts through a communications and marketing matrix developed with Consociate Media.

Key Responsibilities

- Collaborate with administrative and ReStore staff and Consociate Media to support digital marketing campaigns and social media strategy
- Create and schedule engaging content including photos, graphics, videos, reels, stories, blog posts, and captions
- Assist in maintaining and updating social media platforms including Facebook, Instagram, LinkedIn, YouTube, and other channels as needed
- Support the organization's blog and website content updates
- Monitor and help manage Google Business Profile updates, posts, and engagement
- Encourage and help manage Google Business Reviews and online reputation efforts
- Work from the communications and marketing matrix developed by Consociate Media to ensure timely, consistent, and strategic email and social media communications
- Help draft, design, schedule, and monitor email campaigns using platforms such as Mailchimp or similar tools
- Coordinate messaging across email marketing, social media, blogs, and website content to maintain brand consistency and maximize engagement

- Attend occasional events, builds, home dedications, volunteer activities, or ReStore activities to capture photos and video content
- Track engagement metrics and provide basic reporting and insights on digital performance
- Maintain brand consistency and mission-focused storytelling across all communications

Qualifications

- Current college student or recent graduate in Marketing, Communications, Public Relations, Digital Media, Journalism, or related field preferred
- Strong written and verbal communication skills
- Familiarity with major social media platforms and digital marketing best practices
- Experience creating content using Canva, Adobe Creative Suite, CapCut, or similar tools preferred
- Basic photography and video editing skills are a plus
- Organized, dependable, and able to manage multiple projects and deadlines
- Passion for community impact and nonprofit work

What You'll Gain

- Real-world nonprofit marketing and communications experience
- Portfolio-building opportunities with meaningful community impact
- Experience working alongside a professional media and communications firm
- Flexible hybrid work environment
- Networking and mentorship opportunities within the nonprofit and marketing sectors

Compensation

This is a paid internship position offering \$15 per hour with flexible scheduling at approximately 15–30 hours per week.

This internship may also qualify for academic credit through a college or university internship program. Greater Fredericksburg Habitat for Humanity is happy to work with students and their academic institutions to fulfill internship requirements, complete necessary documentation, and support program guidelines as needed.

To Apply

Please submit a resume, brief cover letter, and examples of social media, photography, writing, or digital content work (if available) to:

About Greater Fredericksburg Habitat for Humanity

Greater Fredericksburg Habitat for Humanity works to bring people together to build homes, communities, and hope through affordable homeownership and neighborhood revitalization initiatives across the Fredericksburg region.