



Ward 7 Programs Marketing and Outreach Intern

About Community Foodworks:

Community Foodworks is a mission-driven 501(c)(3) nonprofit dedicated to creating market opportunities for local farmers and food producers in the Mid-Atlantic Region while increasing access to fresh, nutritious, local food. Community Foodworks operates several Farmers' Markets in the Washington, DC Metro Area and manages a portfolio of food access and education programs that serve thousands of low-income community members.

The Kenilworth-Parkside Farmers Market and Farm Stands take place every Saturday morning from May through November at 750-799 block of Parkside Place and two other locations in the Parkside and Kenilworth neighborhoods in NE Washington, DC 20019.

The Marketing and Outreach Intern will play a pivotal role expanding the reach and impact of Community Foodworks Farmers Markets in Ward 7. The intern will work closely with the Food Access Director and the Ward 7 Programs Manager to promote the market and its benefit programs.

Position Description

If you've been to a Community Foodworks (CFW) farmers market, you know that they don't fit a typical mold. We strive to build diverse spaces, where all different races, ages, income-levels, and backgrounds are equally represented and excited about fresh, local food. This position is ideal for someone passionate about supporting local farmers and bringing local food into the community, who wants to practice and develop their professional skills. The Marketing & Outreach intern will take the lead on driving highly creative market promotions, PR, and digital collaboration in Ward 7. This person will also assist with fundraising, sponsorships, attracting customers, and promoting the market to Ward 7 community members.

The position requires very good communications skills, the ability to think on one's feet, problem solving and the willingness to work outdoors in all weather, weekends and holidays. Community Foodworks is searching for an outgoing, decisive, flexible, organized early-riser



who can multi-task. A thorough understanding of seasonal, local food and growing practices is beneficial but not required.

Responsibilities

Marketing

- Assist with Kenilworth Parkside brand development
- Find creative ways to attract customers of all income levels to the farmers market
- Assist with executing the ward 7 marketing plan

Social Media and Website

- Develop campaigns to market and brand our organization through the use of social media, press releases, emails, flyers and community events
- Candidate must be extremely knowledgeable about social media campaigns and the use of social media to promote brand awareness and recognition
- Manage postings on Facebook, Instagram, Twitter
- Assist with creating newsletters and e-blasts
- Track social media metrics

Fundraising

Support the Ward 7 Programs Manager and the Executive Director in:

- Planning and promoting fundraisers and events from start to finish
- Building relationships with potential donors (mostly corporate)
- Researching companies that we may solicit for donations
- Support with planning and execution of fundraising campaigns/events
- Help secure sponsorships with local businesses and organizations

Qualifications

- Interns must have a personal laptop, internet access, and transportation (as some travel is required)



- Possess good skills in the areas of verbal communication, organization and email etiquette
- University graduate or Undergraduate (BA or BS) in related field (Marketing, Communications, Graphic Design, Community Health, Nutrition. Program Development, Agriculture)
- Experience working with Social Media
- Experience working with WordPress
- Experience with Illustrator, Publisher, Powerpoint, and Excel a plus
- Passion for food security, helping low income populations, and food access

Schedule/Hours: Commit at least 8 hours a week, this is a part-time internship with flexible hours (intern may work remotely)

Compensation: This is an unpaid internship however, CFW is a growing organization and job openings may open up. Internship may be used to fulfill class requirements or for college credit

Start Date/End Date: Start and End dates are flexible. Position can be ongoing or conclude on a predetermined date

How to Apply:

Applications accepted on a rolling basis and will be reviewed immediately. Send resume and letter of interest “Marketing Outreach Intern: *Your Name*” to psk@cfwdc.org.