



## Web and Marketing Collateral Designer Internship Job Description

Social Enterprise Greenhouse is helping to find qualified applicants for OIC of Rhode Island, Inc. Please see the below for more information, or email [talent@segreenhouse.org](mailto:talent@segreenhouse.org).

**Overview:** The mission of the Opportunities Industrialization Center (OIC) of Rhode Island is to provide training, employment, minority business enterprise, and urban policy development services to underserved urban populations through strategic planning and collaboration with Rhode Island's public and private sectors and community-based organizations.

OIC provides not only access to potential employees in the target communities, but it also screens them, assists them with intensive case management for job readiness skills, training courses specific to the needs of employers, job referral skills (resume building, interview techniques, etc.) and follow-up to assure stable long term employment. The OIC model is uniquely premised on five interrelated activities: Recruitment; Intake and Assessment; Training; Job Readiness and Wrap-Around Services; Job Placement and Post Placement Services. Additionally, OIC, provides job creation technical assistance to minority business enterprises.

**OIC Need:** To more effectively communicate with customers and the greater community, OIC needs a robust, well designed web site and respective marketing collateral to encourage potential customers to utilize our supportive services to become more job and training ready to navigate more successful career pathways. The OIC is seeking a web and marketing collateral designer to enhance our brand and effectively connect more job seekers with employers and training opportunities.

**Designer Internship Opportunity:** OIC plans to intensify communications with customers and stakeholders in 2017 by designing and continuously updating a new website and social media campaign. The OIC team has recently added another senior leader and another emerging leader to empower the service program and achieve our ambitious goals. New career pathway programs with the Providence and Central Falls School Systems will be underway by March. We need to design and operate a marketing system that routinely updates OIC's training and job opportunities with promotional support.



**Designer Functions:**

- Create strong marketing materials.
- Design website and train OIC staff on update routines.
- Collaborate with OIC CEO and Board of Directors regarding branding and the new visual marketing campaign.

The Web and Marketing Collateral Designer will fully engage the OIC team in design thinking and social innovation. The position reports to Tanisha Watkins, Workforce Development Specialist.

**Hours per week:** 10

**Start date:** Immediately

**Compensation:** Unpaid internship

Email [talent@segreenhouse.org](mailto:talent@segreenhouse.org) with your résumé as a PDF to get started in the matchmaking process for this position. Include in the email how you found out about the opening. We will reach out to you with next steps.

