



SHOES AND CLOTHES FOR KIDS

MORE THAN NEW OUTFITS
NEW OUTLOOKS

The mission of Shoes and Clothes for Kids is to break barriers to school attendance by providing new shoes, clothes, and school supplies to students in need.

15500 South Waterloo Road
Cleveland, OH 44110-3800
216-881-7463
info@SC4K.org | www.SC4K.org

Marketing & Communications Intern

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ORGANIZATION OVERVIEW:


Shoes and Clothes for Kids (SC4K) is a mission-driven nonprofit organization dedicated to break barriers to school attendance by providing new shoes, clothes, and school supplies for students in need. Through partnerships with schools, educators, and community organizations, SC4K ensures that children have access to essential items that boost confidence, improve attendance, and enhance academic success. More information about SC4K programs and impact can be found at www.SC4K.org.

POSITION OVERVIEW:


SC4K is seeking a dynamic and creative Marketing & Communications Intern to support the mission of SC4K by assisting with various tasks related to outreach, marketing, and engagement. This is a hands-on role offering valuable experience in content creation, social media management, and donor engagement while making a meaningful impact on the lives of students and families in our community.

KEY RESPONSIBILITIES:

- Content Creation:
 - Write and edit engaging content for SC4K's social media platforms (Instagram, Facebook, Twitter, and LinkedIn), blogs, emails, website, and appeals.
 - Create materials such as flyers, graphics, monitor slides, infographics, etc. using Canva, Adobe Photoshop, or Adobe InDesign following the brand guidelines.
 - Write and create content for quarterly email and fundraising/event emails.
 - Update daily slide deck for store and volunteer room to feature current events, volunteers, and campaigns.
- Social Media Management:
 - Assist in planning and scheduling posts across platforms, including Facebook, Instagram, LinkedIn, and Twitter.
 - Monitor engagement metrics, respond to comments/messages, and suggest improvements for growth and increasing engagement.
 - Explore use of Instagram and Facebook Live, especially to highlight events and activities.

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- Outreach and Public Relations:
 - Draft press releases or media pitches to share SC4K's story with local outlets.
 - Build and update media contact lists.
 - Campaign and Event Support:
 - Collaborate with staff on marketing campaigns for events such as the Back to School Campaign, Giving Tuesday, and collection drives.
 - Help promote fundraising initiatives and community awareness programs.
 - Assist with planning and promoting fundraising events, volunteer activities, or donation drives.
 - Capture photos and videos during events to share online. Help organize online & shared photo libraries.
 - Volunteer and Donor Engagement:
 - Assist in crafting email campaigns to engage donors, event sponsors, and volunteers.
 - Gather and share impactful stories and testimonials from families, teachers, and volunteers.
 - Help create thank-you notes or highlight donor contributions.
 - Share volunteer spotlights on social platforms.
 - Website Updates:
 - Update SC4K's website with fresh content, event information, and success stories.
 - Support SEO efforts to enhance visibility and engagement.
 - Analytics and Reporting:
 - Track and report metrics on social media performance, website, and email campaigns.
 - Suggest strategies to improve outreach based on analytics.
 - Administrative Support:
 - Maintain accurate records in the donor database .
 - Assist with administrative tasks related to communications and development, including notetaking during meetings, scheduling meetings and events, and sending meeting reminders.
 - Coordinate with other departments to align messaging and branding.

QUALIFICATIONS:

- Mission Alignment: Demonstrates a deep passion for SC4K's mission and a strong commitment to improving the lives of children and families in the community.
 - Education: Currently enrolled in or a recent graduate of an undergraduate or graduate program in a relevant field, such as Marketing, Communications, Public Relations.
 - Public Engagement & Communication: Comfortable and confident in engaging with diverse audiences, including families, volunteers, community partners, and corporate representatives. Possesses exceptional written and verbal communication skills, including the ability to present complex information clearly and concisely.
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- **Cultural Competency & Inclusive Mindset:** Demonstrates cultural competency and sensitivity to the diverse needs of families and communities served by SC4K. A commitment to promoting equity and inclusion is essential.
 - **Interpersonal & Collaboration Skills:** Exhibits excellent interpersonal skills and the ability to work effectively both independently and as part of a collaborative team.
 - **Organizational & Time Management:** Possesses exceptional organizational skills, attention to detail, and the ability to manage multiple tasks and deadlines effectively.
 - **Adaptability & Problem-Solving:** Thrives in a fast-paced, collaborative environment, demonstrating flexibility and the ability to adapt to changing priorities. Strong problem-solving skills and a proactive approach are highly valued.
 - **Social Media Proficiency:** Experience managing social media platforms such as Facebook, Instagram, LinkedIn, X, and YouTube, along with familiarity with management tools like Hootsuite.
 - **Design Skills:** Proficiency in design tools such as Canva or Adobe Creative Suite programs.
 - **Website Management:** Experience with website content management systems (e.g., WordPress) is a plus.
 - **Technical Skills:** Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).

BENEFITS:

- Gain practical, hands-on experience in marketing, communications, and nonprofit operations.
- Develop a professional network within the nonprofit and corporate social responsibility sectors, building valuable connections for future career opportunities.
- Develop skills in digital marketing, analytics, and community engagement.
- Contribute to a mission-driven team making a tangible difference in children's lives.

COMPENSATION: \$15 -\$20 per hour, based on experience.

For consideration, please email your cover letter and resume to
at hr@sc4k.org with the subject line: Marketing & Communications Intern.

