



Who: Home Instruction Parents of Preschool Youngsters (HIPPY) USA

Location: Little Rock, AR, with remote opportunities

Type of Employment: Paid Internship

Dates: January 18 – December 17, 2021

Home Instruction for Parents of Preschool Youngsters (HIPPY) USA announces a paid internship position for graduate-level students pursuing a degree in public relations, marketing, public affairs, or similar areas with a desire to pursue a career in nonprofit. The internship seeks to support and empower students through their academic journey with workplace, networking, and learning opportunities that prepare or further hone their skills as a public relations and nonprofit professional and leader. HIPPY USA views this as a reciprocal relationship and seeks to learn and expand from the expertise of the selected candidate.

While the internship is inclusive of all backgrounds, it is intended for minority students.

The internship is a grant-funded position that requires a one-year commitment and up to 20 hours per week with a rate of 13.50 per hour. Permanent employment upon completion of the internship is not offered at this time. Based on criteria determined by the institution/department, the selected candidate will receive college credit. Although headquartered in Little Rock, Arkansas, the position is a remote opportunity.

The selected candidate will assist and serve as lead on projects under the Development and Marketing Director's guidance. They will also take part in ongoing professional development opportunities such as webinars and trainings with an intended goal of further developing applicable skills and remaining current on trends that impact the industry. This is not an administrative position.

About Us: HIPPY USA is a 33-year-old national nonprofit headquartered in Little Rock, Arkansas, with a mission to help parents prepare their children for success in school. At present, HIPPY USA works with 126 independent affiliates in 20 states and the District of Columbia that serve 14,000 children.

The organization carries out its mission through an evidence-based curriculum geared toward parents of two to five-year-olds. For one hour each week for 30 weeks, a peer coach/home visitor trains parents on age-appropriate curricula that include foundational concepts in literacy, math, science, and social studies. In turn, parents spend 20 minutes a day teaching their child. Participation for families is at no charge, and the curriculum is available in English and Spanish with online options.

As the National Office, HIPPY USA:

- provides training and technical assistance to existing programs and guidance to communities interested in starting new programs;
- works to develop and improve the HIPPY curriculum;
- collects data on local program operations and develops and coordinates research opportunities and evaluation efforts; and
- supports the communications, fundraising, and advocacy work of the sites.

Duties and Responsibilities

Public Relations and Marketing

- Create and write press materials including fact sheets, media lists, press releases, newsletters, reports, advertisement, and website content
- Manage, create content, drive traffic to the organization's social sites: Facebook, Instagram, LinkedIn, and Twitter
- Develop presentations for staff as assigned using PowerPoint online tools such as Prezi
- Assist with production and launch of new podcast series
- Provide input and assistance with the creation of marketing collaterals for various campaigns and proposals
- Work on promotion, planning, and outreach of annual national conference and other events and webinars
- Assist with promotion and driving sales of the online store

Development

- Conduct prospect research on individual, foundation, and corporate donors
- Maintain donor and grant databases and files, including deadlines, recording donations, generating and sending donor acknowledgments
- Support creation and dissemination of annual appeals
- Assist staff with grant application writing and tracking

Advocacy

- Assist with advocacy efforts for national office as assigned

Eligibility

- Student must be enrolled in an accredited college or university
- GPA for internship comes at the recommendation of the student's advisor or department
- Sponsorships are not available; therefore, candidates must be a U.S. citizen or permanent resident
- Must consent to and be able to pass a background check
- Must have access to reliable internet

Hard Skills

- Possess strong oral and written communication skills
- Well-versed in Associated Press Style of writing
- Proficient in Microsoft Office Word, Excel, and PowerPoint
- Skilled in Adobe Acrobat
- Knowledge of social media platforms like HootSuite
- Knowledge of email marketing platforms like Constant Contact
-

Preferred Skills

- Proficient with Adobe Creative Suite and/or Canva
- Familiarity with web design and video editing

Soft Skills

- Effective communicator
- Willingness to learn
- Creative spirit

- Ability to manage multiple tasks through completion
- Flexible with changes in priorities
- Professional demeanor
- Ability to maintain confidentiality

How to Respond

Send resume and cover letter to Shanta Nunn-Baro at sbaro@hippyusa.org

In your cover letter narrative, please include:

- Area of study
- Anticipated graduation date
- What you wish to gain from this internship
- Interest in nonprofit

Also, provide:

- 2 writing samples
- If available, please provide links to an online portfolio of your work

Due: January 3, 2021