

Title of Position: Social Enterprise Specialist

Pays: \$2,750.00 / 8 week period

Hours: 35 hours / week

Dates of Internship: 6/08/20 to 7/31/20

Special Note: This is an ExxonMobil Community Summer Jobs Program Internship. Eligible applicants must be currently enrolled undergraduate students who will be returning to college full-time (minimum 12 credit hours per semester) as a sophomore, junior or senior in the fall of 2020. Applicants must also be available to attend events hosted by ExxonMobil in relation to the internship that will be held the week of June 1, 2020 and the week of July 27th, 2020.

Post Baccalaureates or Graduate students are not eligible to apply. Applicants cannot be related to anyone who works for The Women's Home or ExxonMobil (includes current employees and retirees) or serves on the respective agency's Board of Directors. Applicants must have a place to live in the Houston area during the dates of the internship.

Background in or knowledge of fashion or business marketing is highly desirable.

Internship Overview:

The Women's Home builds communities that strengthen women and support families as they reclaim their stability. Since our creation in 1957, we have fulfilled this mission by providing housing and supportive services to vulnerable women and families in the Houston area. Our programs serve women and families who are homeless or vulnerable to homelessness - many have histories of addiction, mental illness and trauma. Through our long-term residential treatment program in Montrose and our affordable housing programs and our Mabee WholeLife® Service Center in Spring Branch, our clients cultivate the skills and self-esteem they need to overcome crisis and live a healthy, resilient life.

Since 1971, The Women's Home has owned and operated a hip resale boutique, called The Cottage Shop, in Lower Montrose. The Cottage Shop has served two very important purposes within our organization since its inception. First and foremost, it is a vital work-force training site for the women participating in our treatment and transitional housing program. Secondly, the store functions as a social enterprise earning income (\$650,000+ annually) that reduces The Home's reliance on traditional funding sources.

As a key player on the Cottage Shop team, the Social Enterprise Specialist will get a firsthand introduction into the strategies and partnerships that make a social enterprise and a non-profit highly successful. During the eight-week internship, the intern will gain in-depth experience in the areas of non-profit fundraising, marketing and fashion retail management by rotating through a series of learning experiences. These experiences will include:

Operations Management (2 week rotation): During this rotation, the intern will gain experience managing store operations under the guidance of The Cottage Shop Manager.

Duties during this rotation will include:

- Planning and directing the day-to-day sales and operations of a retail store
- Identifying potential business, organization and group donors

- Nurturing established donor relationships
- Creating and executing projects to increase daily and future shop sales
- Learning how the Cottage Shop fits in the agency's overall culture of philanthropy and executing projects that help collective goals for the Development Team

Asset Management (2 week rotation): During this rotation, the intern will gain experience managing the store's inventory and supply chain under the guidance of our Receiving Manager.

Duties during this rotation will include:

- Receiving and sorting inventory
- Researching and pricing items to replenish the sales floor and gain optimal revenue
- Executing projects to increase daily and future shop sales through inventory management Managing volunteers assigned to Receiving Manager that process donations

Merchandising (2 week rotation): During this rotation, the intern will gain experience in fashion merchandising under the guidance of our Visual Merchandiser.

Duties during this rotation will include:

- Merchandising and replenishing stock on the shop floor
- Dressing mannequins and creating unique, customer appealing presentations to increase shop sales
- Identifying designer brand names within shop inventory and researching their value to price items accordingly
- Managing volunteers assigned to Visual Merchandiser

Online Marketing and Sales (1 week): During this rotation, the intern will gain experience in online marketing and sales under the guidance of our Development Associate.

Duties during this rotation will include:

- Creating marketing campaigns and collateral materials to promote The Cottage Shop through social media outlets and The Women's Home website
- Assisting with data input and trend analysis for e-mail marketing
- Identifying, researching, pricing and marketing inventory on social media and The Cottage Shop's Ebay storefront
- Assist Development Associate with other projects as assigned

Vocational Training (1 week rotation): During this rotation, the intern will shadow our Vocational Training Coordinator to gain an understanding of how The Cottage Shop functions as a vocational training program for vulnerable women in our community. Intern will assist with training clients in areas of responsibility in the shop's operations, observe client performance evaluations, and attend Vocational Department meetings.

To apply: Please send a cover letter and resumé via e-mail to Cheri Barton Burleson, Manager of The Cottage Shop, at cbarton@thewomenshome.org.