



## People First Economy

### Good For Michigan Program

---

**Title:** Good For Michigan Marketing Intern

**Reports to:** Program Director

**Hours:** Part-time (10 hours per week for 10 weeks)

**Starting Pay:** \$1,000 Stipend

**Position Summary:** The Good For Michigan Marketing Intern will assist with an array of internal tasks related to the Good For Michigan social media strategy and resource partner outreach/research.

#### **Position Responsibilities:**

- Manage updates to the Good For Michigan resource page, online directory, and social media pages
- Assist in the development and execution of the Good For Michigan social media strategy
- Assist with customer service inquiries
- Other relevant activities as they arise

#### **Requirements:**

- Strong written and verbal communication skills
- Willingness to meet new people and connect with participating businesses
- Well versed in social media platforms and functions, including Instagram, Facebook, LinkedIn, etc.
- Reliable transportation and/or Virtual Connection
- Ability to establishing priorities, manage multiple projects and work independently on assigned tasks
- Can passionately represent the values and goals of Good For Michigan & People First Economy and is committed to the advancement of social & environmental justice

#### **Program Description:**

At People First Economy, we believe that successful, **vibrant communities thrive when they put people first**. These communities are made up of values-aligned businesses, nonprofit organizations and people who share the common goal of creating a thriving, equitable, sustainable, and economically vibrant region. Justice, equity, diversity, and inclusion are driving lenses of our mission. It is our belief that a sustainable economy cannot be fully realized if people are excluded from full and fair participation.

The Good For Michigan Program brings together and recognizes companies across Michigan that are making a positive impact on their employees, their community, and the environment. This initiative offers resources and best practices for sustainable and social good. Good For Michigan is proud to be the B Local for the state. B Locals are place-based communities of people using business as a force for good.