



### **Imani Marketing Intern (US based)**

*Description: This internship/volunteer position in the USA is an exciting opportunity to change the world right from your own home. You will be helping women in Uganda who are escaping the sex-industry and beginning a new life through counseling and employment. Your job would be to focus on marketing and distribution of products for our Imani program in Uganda. You will directly be involved in improving these women's lives and rebuilding their dignity.*

#### **About Zion Project:**

Zion Project is a faith-based 501c3 (NGO) operating in the war-torn region of northern Uganda offering healing counseling and empowerment through alternative employment to women and formerly abducted girls caught in the sex-industry. We also operate a girl's Rescue Home for children who are sexually exploited.

#### **About Imani:**

Imani is a socially conscious business based in the war-affected region of northern Uganda which seeks to free women from the global sex trade and alleviate poverty through healing, empowerment, and fashion design.

We partner with women escaping the sex trade to create jewelry which is handmade from indigenous materials. All jewelry is hand-crafted in northern Uganda and women receive fair trade wages, which empower them to provide for their families and educate their children.


Imani also offers trauma counseling, savings and business classes, and English classes to all the women we employ in an effort to see them reach their potential.

#### **Overall Program Details**

Volunteer position. Part time-full time depending on availability, but a commitment of one year, at least 20-30 hours a week. This is an unpaid internship and college credit is possible if you approve it with your university in advance. Applications will be reviewed on a rolling basis.

**Goal:** To develop distribution channels with stores for Imani products, grow the level of awareness for Imani, develop wholesale relationships with stores and distributors, and update

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social media in order to allow Imani to pay our women fair trade wages and hire more women in need.

Position begins ideally ASAP.

If you are interested in applying please submit a one page letter describing why you would like this position and why you would be the perfect fit. Also submit a resume and/or portfolio.

More info:


[www.imanilove.com](http://www.imanilove.com) -Imani Online Store

<http://www.zionproject.org>

## **Responsibilities:**

1. Conduct marketing research on all blogs, stores, and organizations surrounding the issue of fair trade products, socially conscious shopping, shopping for a purpose to end the sex-industry
2. Marketing Imani products through online stores, blogs, social media, and stores and boutiques in the USA to increase revenue and sales
3. Use social media platforms to market Imani products
4. Research on best advertising platforms and opening up advertising channels for Imani
5. Developing & implementing new business plans to achieve revenue targets
6. Organizing, and managing Events and shows (college fairs, bead parties, etc)
7. Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services
8. Track customer satisfaction and monitor future market trends
9. Work with product development to develop pricing strategies and designs
10. Creating distribution channels for Imani products and wholesaler deals
11. Contacting stores to pitch idea of selling our products
12. Track revenue and expenditures
13. Research applying for our fair trade license
14. Facilitate communication between Imani's Intern in Uganda, and the head of Zion Project, as well as the US based Bead Coordinator.

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## **Critical Skills Needed:**

1. Mature, Christian faith
2. Positive, peaceful personality
3. Experience in sales, marketing, and retail
4. Self-motivated- can organize and complete tasks with little direction
5. Business/Administrative skills/Skills in Marketing; Developing Distribution Channels/Wholesale
6. Computer skills—excel, facebook, etc
7. Skills needed to keep track of revenue, expenditure, and inventory
8. Comfortability in making healthy, working relationships with Stores and Suppliers
9. Creativity in design, art, (Computer graphics, Social Media and Photography is a major plus for marketing, splash pages, etc)
10. Flexible, good with conflict resolution
11. Commitment – The Zion Project family requires steadfastness and passion in order to reach our mission.