



**Position:** 1318 Marketing Intern  
**Team:** SHFCU Marketing & Communications  
**Location:** Oakland, CA  
**Dates:** 05/29/18 - 08/03/18  
**Desired Major(s):** Any  
**Education Level:** Undergraduate or Graduate

#### **The Organization:**

Self-Help is a leading national community development financial institution (CDFI) headquartered in Durham, NC. Founded in 1980, Self-Help has provided over \$7 billion in financing to 131,000 families, individuals and businesses underserved by traditional financial institutions. It helps drive economic development and strengthen communities by financing hundreds of homebuyers each year, as well as nonprofits, child care centers, community health facilities, public charter schools, and residential and commercial real estate projects. The Self-Help family of non-profit organizations includes North Carolina's Self-Help Credit Union, Self-Help Federal Credit Union, Self-Help Ventures Fund and the Center for Responsible Lending, a national policy and advocacy organization addressing abusive lending practices. Through its credit union network, Self-Help serves over 129,000 people in North Carolina, California, Chicago and Florida and offers a full range of financial products and services. Learn more at [www.self-help.org](http://www.self-help.org), [www.self-helpfcu.org](http://www.self-helpfcu.org) and [www.responsiblelending.org](http://www.responsiblelending.org).

#### **Internship Program:**

Self-Help/CRL offers a 10 week summer internship program that is designed to give students valuable experience in a professional setting while broadening their knowledge of Community Development Financial Institutions (CDFI's). Along with each specific intern project, the intern will participate in a series of brownbag lunches to learn more about Self-Help and the Community Development industry as a whole. Interns will also be given the opportunity to network with one another and other Self-Helpers through a variety of planned events.

#### **Internship Description:**

Self-Help Federal Credit Union seeks an intern to assist in gathering information and creating collateral pieces that document and celebrate our history. The internship is based in Oakland or San Francisco, CA, and will last 10 weeks and will involve travel throughout California. During that time, the intern will be expected to gather data, artifacts, and information that will contribute to the creation of legacy shadow boxes at our legacy credit union branches.

Self-Help Federal Credit Union (Self-Help Federal) is a non-profit community development credit union founded in 2008. Our goal is to serve California's working class families by building a statewide network of branches in predominantly low-income communities. While the credit union is itself a fairly young institution, we are growing by combining the operations of local credit unions, and thus have inherited a long, deep and important history of supporting diverse California communities. [www.self-helpfcu.org](http://www.self-helpfcu.org)

#### **Essential Responsibilities:**

Working with the Director of Marketing and Communications, the intern will be asked to research and document the founding and history of 12 credit unions, ranging from Northern California (Butte Country) all the way down to Los Angeles (Wilmington, CA). In addition to using traditional print and online sources, research will include conducting on-



site interviews with branch staff, credit union members, and community organizations. The intern will use this information to create visual displays/shadow boxes in several credit union branches, in addition to writing copy for marketing and development purposes.

**Minimum Qualifications:**

- Able to work independently
- Able to meet assigned deadlines
- Strong communications skills, including narrative writing
- Strong interviewing skills

**Desired Qualifications:**

- Interest in community development, and financial products and services aimed at low-wealth families/communities
- Marketing interest, including an understanding of fundamental marketing concepts and effective strategies
- Ability to work effectively in teams and manage multiple projects
- Fluency in Spanish is desired, but not required
- Experience working in diverse socio-economic and multi-cultural environments

**Physical Requirements:**

Frequently requires use of manual dexterity and repetitive motions, primarily with the wrists, hands, and/or fingers. Must be able to occasionally lift and exert force of up to 10 pounds.

**Compensation:**

Competitive nonprofit salary

**Application:**

Please submit a thoughtful cover letter describing why you are interested in this internship and a resume to [internships@self-help.org](mailto:internships@self-help.org) with the internship title as the subject by **February 26, 2018**.

**Self-Help is committed to providing equal employment opportunities to all persons regardless of race, color, class, age, gender, religion, disability that can be accommodated, marital status, ancestry, nationality, family status or sexual orientation.**