



## Summer Internship Announcement

**TITLE:** Marketing and Design Content Specialist  
**HOURS:** 10-15 hrs/week, June-August (Tuesday/Thursday availability preferred)  
**REPORTS TO:** Associate Project Manager  
**LOCATION:** Heritage Park Neighborhood, Minneapolis, MN

**BACKGROUND:** Urban Strategies, Inc. (USI) supports more than 30,000 low- to moderate-income families, approximately 100,000 individuals, in 27 unique communities across 15 major metropolitan areas throughout the United States. In Minneapolis, USI has been working for the past 17 years in the Heritage Park neighborhood just outside of downtown. USI's approach places value on integrating both the experiences and ideas of the target residents who will ultimately be participating in the programming that is created. To date within Heritage Park, this approach has resulted in high quality programming that displays strong community support and buy in from partner organizations and residents. Our mission is "All families will be STABLE and THRIVING" and to that end we have implemented a variety of place-based strategies in Heritage Park targeting economic mobility, housing stability, health and wellness and education achievement for all residents.

**Green Garden Bakery Program Description:** Green Garden Bakery (GGB) is an innovative social enterprise program that was started in 2014 by and for youth in Heritage Park. The youth wanted to capitalize on skills gained through USI's out of school time programming and create teen employment opportunities in the neighborhood. USI has supported the youth's vision and today GGB has developed a product line of healthy vegetable based desserts using vegetables grown in their community garden that they sell online, at farmer's markets and pop-up sales around the Twin Cities metro. The revenue earned through their sales is divided into thirds to reinvest into operations and payroll, and the final third is invested into a community need that the youth determine for themselves. Youth have the opportunity to participate in leveled GGB workforce training and skill-building. These courses will be taught by content specialists focusing on each area of expertise and will build youth knowledge, skills, and interest in a variety of disciplines that support the growth of the GGB business.

### Internship Responsibilities:

- Facilitate small groups with the Green Garden Bakery teens.
- Incorporate hands-on experiential learning and task management surrounding the topics of marketing, art and design, social media, e-commerce, merchandising, leadership development, and/or professional development.
- Create lesson plans by developing skill-building activities.
- Document session notes and other project management systems created.
- Attend Green Garden Bakery special events/field trips when available.
- Maintain and track a consistent youth attendance, supervise youth and ensuring compliance with work policies & procedures.
- Sustain a quality relationship with youth and their parents that is consistent with USI's values and with corporations and volunteers providing supports for Urban Strategies' youth programming.
- Submit a record of hours logged and tasks completed.

### Position Requirements:

- Some marketing, art, or design college course and a minimum of one year of experience working directly with youth
- Ability to relate well with youth and parents from diverse socioeconomic and cultural backgrounds
- Good communication, verbal, written and listening skills
- Ability to pass a background check
- Prior experience planning developmentally appropriate activities for youth, particularly ages 12-18 preferred

**TO APPLY:** Email resume and cover letter to [elana.dahlberg@urbanstrategiesinc.org](mailto:elana.dahlberg@urbanstrategiesinc.org)  
Please reference "Marketing & Design Content Specialist" in the subject line of your email