



Call for Interns

Caravanserai Project is looking for up to 12 interns to join the SEED Lab fellows (2020/2021 Cohort) in their efforts to develop communications, marketing, PR strategies and plans. *This is an unpaid temporary position (virtual only).*

SEED Lab Pre-accelerator is an 8-month social impact program for early-stage mission-driven entrepreneurs. Developed in partnership with the University of California Riverside Extension, it aims to tap the deep reservoir of unrecognized talent within historically marginalized and under-served communities and support their efforts to identify and develop pioneering paths out of inherited problems that have buried and muffled those voices.

Each intern will work directly with a mission-driven entrepreneur and their team for 12 weeks (5 to 8 hours a week). The program is fully online and scheduled to start in January 2022.

This position offers them the unique opportunity to gain in-depth understanding of the mission-driven start-up sector and develop and test unique tools and strategies required by any business environment when it comes to communications (messaging, branding, marketing etc.). Moreover, they are exposed to real life situations while supporting the entrepreneur to advance their venture and vision and raise awareness about their work, products, services and goals.

The intern will have access to a series of workshops, professional trainings and mentoring sessions together with the entrepreneur they are supporting as part of the program.

Responsibilities include:

- Support the social entrepreneur develop and implement a comprehensive messaging, branding and marketing strategy and tools that reflect their mission and vision and are insync with their business plan;
- Assist with the design and implementation of the venture's digital presence (content, copyright, visuals etc.);
- Assist with creating content and posting on various social media networks;
- Assist with the design of a PR strategy (mid-term and long-term) including identifying opportunities for the entrepreneur and their venture to promote and raise awareness about their work;
- Assist with the development of a roll-out and/or launch campaign and ensuring maximum exposure and progression of a growing media operation.



CARAVANSERAI PROJECT
SUPPORTING MISSION-DRIVEN LEADERS ALONG THEIR JOURNEYS

Qualifications

Eligible applicants are completing undergraduate or graduate degrees from communications, journalism and/or business schools with outstanding communications skills, curiosity and integrity. Strong writing and computer skills. Project management and event coordination skills. No previous experience is required.

How to apply: <https://caravanseraiproject.org/careers/>

For questions please contact us at contact@caravanseraiproject.org and graciela@caravanseraiproject.org

Caravanserai Project (CP) is a hybrid social impact venture founded in 2016 whose goal is to identify, mobilize and energize mission-driven leaders and organizations, for profit and nonprofit alike. We support their entrepreneurial journeys of building sustainable, relevant, future-ready and system-change strategies. Our work focuses on the development and implementation of accountability systems, supplying specialized skills and futures-thinking strategies and bringing together networks of individuals to help their ideas flourish, accelerate and change the world. In 2018, CP established SEED Lab Pre-accelerator for mission-driven start-ups in the Inland Empire region of California. Over the past 3 years, CP has developed a variety of programs to advance the work of mission-driven organizations and leaders through webinars, workshops, trainings, consulting and networking as part of a wider regional strategy. We are striving to strengthen local organizations, provide jet fuel to social impact leaders and weave a stronger fabric of mission-based work in the region. Please review the CP website for additional information www.caravanseraiproject.org.