



Market Research Intern

Category: Unpaid Internship

Activity Area: Marketing/Strategy

Hours: ~ 8- 12 hours per week

Length of Service: minimum commitment of one semester

Primary Duties:

As the market research intern, you will be responsible for understanding the needs of our target market, primarily through focus group facilitation and individual research and analysis.

Responsibilities:

- Identify local and global individuals and groups who could benefit from or partner with FYP.
- Develop quantitative research materials, including survey design, questionnaire development, and programming surveys.
- Facilitate focus groups to identify needs of target markets and best practices in programming.
- Conduct market research to identify trends in technology, inclusion, women's empowerment, and other relevant areas.
- Conduct market research with African immigrant population to identify resource and information needs, and barriers to access.
- Analyze information gathered, identify action items, and write findings/recommendations report.
- Other duties as assigned.

Requirements:

- Possess or currently pursuing an Associate's or Bachelor's degree in marketing, sociology, statistics, anthropology, or related field.
- Internally motivated and flexible.
- Experience in group facilitation preferred.
- Excellent written and oral communication skills, including comfort engaging with individuals from diverse backgrounds.
- Experience in qualitative and quantitative methodologies.
- Ability to work collaboratively with other members of FYP.

What FYP Provides:

- Experience building a non-profit organization from the ground up
- Resume and cover letter review and interview counseling
- Professional development and networking opportunities
- Reference letter upon successful completion of internship



FIND YOUR POWER

Additional Info: Students seeking course credit for their internship are encouraged to apply. Special attention will be given to candidates with a desire to empower women, work with an international team, and to learn more about international nonprofits. Anyone with travel, volunteer or work experience in a developing country would be especially fitting.

Location and Hours:

- May work from home but required to attend a weekly meeting and possibly others, as necessary.
- Own car is not required, but must have access to reliable transportation and be able to get to different locations, if necessary.
- Must be accessible during the business hours of Monday-Friday 9:00am-5:00pm. Hours will vary depending on individual's schedule and availability.

To apply: email resume and brief cover letter to ivy@findyourpower.org

