Sales & Retail Internship

Details
Schedule: 10-13 hours per week, from late September, 2021 to early January, 2022
Salary: This is a volunteer, unpaid internship. If you are using this internship to gain course credit or seek out grants with your college, please include this information in your cover letter.
To apply: Along with your resume, please send us a brief cover letter highlighting why you’re interested in the program. Send your materials to atalantak@homelessgardenproject.org and include the internship position for which you’re applying in the subject line. Applications accepted on a rolling basis until the position is filled.

Description
The Homeless Garden Project (HGP), founded in 1990 and based in Santa Cruz, California, provides job training, transitional employment and support services to people experiencing homelessness. In addition, HGP operates a thriving community education and volunteer program. Our programs take place on our 3.5 acre organic farm and related social enterprises, including the Homeless Garden Project Store. The HGP Store sells its own products that are made by program trainees from herbs, flowers, and produce grown on our 3.5-acre organic farm as well as some products made by local artists sold on consignment. HGP products include bath & body, food & beverage, candles, and more. HGP Store sells products at its two retail locations in Santa Cruz and Capitola, online (shop.homelessgardenproject.org), and through wholesale partners. HGP Store does a significant portion of its business during the holiday season.

We are seeking an enthusiastic and hardworking intern who will support our Value-Added Enterprise program. The Sales & Retail Intern will work with the Value-Added Enterprise Manager to create new materials for the program, build relationships with the local and extended communities, and spend time at both of our HGP Store locations.

Responsibilities
● Support staffing our Pacific Avenue storefront, and our Capitola storefront by taking on a certain number of store shifts per week as a Shift Manager
  ○ Shift Manager role includes tasks such as customer service, ringing up customers, inventory management, and light cleaning
● Create a wholesale catalog for distribution
● Track potential wholesale buyers, influencers, and other PR opportunities
● Reach out to potential leads through emails and/or calls.

Qualifications
● Self-motivated, detail-oriented individual
● Ability to prioritize, multi-task and meet deadlines
● Dependability, flexibility and ability to maintain confidentiality
● Superb communication skills, both written and verbal
● Interest in sustainable agriculture and social justice
● Ability to work independently and with others, including staff, volunteers, donors and vendors
● A demonstrated commitment to HGP’s mission and values
● Excellent ethical standards and personal integrity
● Customer service experience a plus
● Graphic design skills a plus (Canva or other design program)

Intern Will Gain:
● Diverse skills and hands-on experience for a growing nonprofit organization
● Experience supporting Homeless Garden Project Store outreach coordination and communications
● Experience building relationships with a wide range of community members and businesses
● Outreach experience
● Opportunities to contribute and implement creative insights and feedback regarding value-added enterprises
● Opportunities to interact with professionals in both nonprofit and for-profit sector

Work Schedule/Time Commitment
Start Date: September 2021
End Date: January 2022
Commitment: ~10-13 hours per week

Pacific Ave Store
Location: 1338 Pacific Ave
Two (2) - 3 hours shifts (flexible days)

Capitola Store
Location: 222 Esplanade
Saturdays: One (1) - 4 hours shift

Outreach/PR
Location: remote or in-office
1-3 hours/week

The Homeless Garden Project is an equal opportunity employer. People of color, transgender and gender-nonconforming people, women, people with abilities in multiple languages, immigrants, and people living with disabilities are encouraged to apply.