

E-Commerce & Digital Marketing Intern or Volunteer

Habitat for Humanity – Powhatan, VA

College Credit Eligible | In-Person with Hybrid Flexibility

Position Overview

Habitat for Humanity-Powhatan is seeking a motivated, creative, and systems-minded intern or volunteer to help launch and manage our online shopping initiative for the Habitat ReStore. This is a hands-on opportunity to design and implement the full e-commerce workflow—from identifying high-value items in-store to listing, marketing, and overseeing the complete online purchasing process.

This position is ideal for a student pursuing Marketing, Communications, Business, Entrepreneurship, Digital Media, Graphic Design, or related fields who wants real-world experience building an online retail operation from the ground up.

It's also ideal for a volunteer who has had online retail work experience.

Key Responsibilities

E-Commerce Development & Management

1. Develop and refine workflow for selecting and pricing items for online sale
2. Assist with identifying high-value or specialty items appropriate for online listing
3. Write engaging, accurate product descriptions
4. Assist with pricing strategy and competitive research
5. Photograph merchandise for online listings
6. Organize digital assets and maintain product catalog

Platform & Process Implementation

1. Assist in selecting or optimizing online sales platforms
2. Upload and manage product listings via POS and marketplace platforms
3. Oversee the online purchasing process from listing to fulfillment coordination
4. Help implement and manage online payment processing systems
5. Track basic performance metrics (views, sales, engagement)

Social Media & Digital Promotion

1. Create promotional graphics using Canva or Adobe Creative Suite
2. Develop content to promote online listings across social platforms
3. Assist with social media scheduling and engagement
4. Support brand consistency across digital channels

Qualifications:

- If a student, be enrolled in a college or university program (Marketing, Communications, Business, Digital Media, Graphic Design, or related field)
- Comfortable working both in-person and online
- Strong organizational skills and attention to detail
- Basic photography skills (composition, lighting, product presentation)
- Experience with Canva or Adobe Creative Suite
- Familiarity with website CMS platforms (Wix, WordPress, Squarespace, Shopify, etc.)
- Understanding of online payment systems and digital retail basics

Preferred:

- Interest in social media management
- Experience with online marketplaces (eBay, Facebook Marketplace, etc.)
- Basic understanding of pricing strategy or resale markets
- Entrepreneurial mindset and problem-solving ability

What You'll Gain

- Real-world experience launching and managing an e-commerce initiative
- Portfolio-worthy projects (product listings, graphics, workflow systems)
- Experience in nonprofit marketing and retail operations
- Social media and digital content strategy exposure
- Mentorship
- College credit (pending school approval)

Time Commitment

Flexible schedule but prefer a minimum of 4-month commitment. Some in-person hours required at the Powhatan ReStore at 1922 Urbine Road.

About the Powhatan ReStore

The Habitat ReStore is a nonprofit home improvement store and donation center that sells new and gently used furniture, appliances, building materials, and home décor to support Habitat for Humanity's mission of providing safe, affordable homes in our community.

How to Apply

Submit a resume, brief cover letter, and (if applicable) a portfolio or examples of digital work to: jennifern@habitatpowhatan.org

All candidates are subject to a criminal background check.