



Marketing & Communications Intern Job Description

Position Description

This is an exciting position that will allow the qualified candidate to expand his/her knowledge of writing for the nonprofit sector and the field of digital communications. Supports the coordination of specific marketing and communication activities. **Duties will be tailored to intern's interest/area of study**, but typical duties of the marketing and communications intern include, but are not limited to:

- Assist in writing communications including letters, newsletters, social media, web content, invitations, and reports.
- Research/produce collateral materials as directed.
- Updating media contact lists.
- Research and develop new ideas for Web/social media content.
- Planning and executing assigned aspects of special events.
- Attending United Way events and assist as requested.
- Assist with execution of plans for United Way events.
- Assist with volunteer recruitment/management, event day logistics, post-event communication/evaluation, compiling materials and other event-related activities.
- Help develop and solicit in-kind donations. May include cold-calling, lead follow-up, tracking, contract management, recognition at and attendance at sponsored events.
- Participate in site visits to determine volunteer/décor/event needs.
- Conduct research and development of future projects and events.

The United Way Marketing & Communications Intern will be expected to possess the following qualifications:

- Excellent interpersonal skills
- Ability to work well with others or independently
- Initiative to problem solve, if necessary
- Responsibility to complete projects by a pre-determined deadline
- Ability to be flexible and work on multiple projects simultaneously
- Ability to communicate effectively and accurately in oral and written language
- Proficient in usage of word processing, spreadsheet, and presentation software; other software (photo, video, etc.) a plus
- Accurate and detail oriented.

Education and/or Experience: Undergraduate student studying communications, journalism, English, marketing, graphic design or equivalent. Candidates will be enthusiastic with a strong work ethic and positive attitude. A good sense of humor is also appreciated.

Time Commitment: 10-20 hours weekly. Hours and work dates are flexible and may be set according to an intern's class/work schedule. Hours may include some night and weekend events.

The intern will be reimbursed for any travel mileage or miscellaneous expenses incurred while working. The internship is a non-paid work experience.