

## United Way Escambia Position Description

<b>Latest Revision Date:</b>	March, 2017
<b>Position/Title:</b>	Marketing and Communications Intern
<b>Reports to:</b>	Marketing Manager
<b>Pay Grade:</b>	Volunteer
<b>Exempt/Non-exempt:</b>	Non-Exempt

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### **General Description:**

The primary responsibility of the Marketing and Communications Intern is to assist the Marketing Manager in support of the United Way mission, goals and community impact initiatives through the promotion of United Way events and communication with donors through graphic design, traditional marketing and social media.

### **Learning objectives:**

- Apply the principles of marketing, graphic design and public relations in a nonprofit organization.
- Gain experience in project and special event management.
- Create materials that can be included in a professional portfolio.

### **Primary Duties:**

- Writes media advisories, press releases and public service announcements to promote United Way events and programs.
- Write articles for use in, but not limited, United Way e-newsletters and on website.
- Support the marketing team in creating collateral pieces.
- Assist with special events including, but not limited to, planning and promotion of the event.
- Assist with any photography needs for UWEC.
- Update the website including calendar of events and CEO Blog on a routine basis.
- Update social media sites including Facebook, Twitter and Pintrest.

### **Other Information:**

- Intern should set a work schedule based on his/her class schedule. Office hours are Monday through Friday, 8 a.m. to 5 p.m.
- If a student is completing an internship at the University of West Florida, please provide the amount of hours per week are required before accepting Internship.
- Each intern is expected to participate in staff meetings and other meetings as assigned. The intern should be prepared to offer suggestions.
- The intern is expected to dress and act professionally while representing United Way of Escambia County.
- Any other duties as assigned by the Marketing Specialists.

**Qualifications:***Required:*

- Interns should be in their senior year in a recognized marketing/communications/public relations curriculum at a university. Graduate students will be accepted.
- Capable of handling high stress while maintaining a positive attitude.
- Professional appearance, clear speaking voice and excellent interpersonal skills.
- Flexible, diplomatic, trustworthy, creative and maintains a supportive and cheerful attitude.
- Maintains a professional manner in order to work with the volunteers, staff and community. Computer skills including Microsoft Office software. Familiarity with abode cloud, specifically Photoshop and InDesign, are desired.

**Physical Requirements:**

- Sit at work station for long periods (4-8 hours).
- Perceiving the nature of sounds at normal speaking levels with or without correction, and having the ability to receive detailed information through oral communication, and making fine discriminations in sound.
- Expressing or exchanging ideas by means of the spoken word; those activities where detailed or important spoken instructions must be conveyed to other workers accurately, loudly, or quickly.
- Close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading
- Lift 15-25 lbs.

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