



*Our Mission: To improve lives by uniting the caring power of our community*

## Internship Opportunity Strategic Communications

Please send a cover letter, resume and two writing samples to: [s.welch@unitedwaydm.org](mailto:s.welch@unitedwaydm.org)

For more organizational information visit our website at [www.unitedwaydm.org](http://www.unitedwaydm.org)

<b>Title:</b>  <b>Marketing Projects Intern</b>	<b>Reports to:</b>  <b>Strategic Communications Officer and Marketing Communications Manager</b>
<b>Dates and Location of Internship Opportunity:</b>  <b>Ongoing opportunity</b>	<b>Level of education preferred:</b>  <b>3<sup>rd</sup> or 4<sup>th</sup> year student with intermediate to advanced knowledge</b>

United Way of Central Iowa is an established and highly respected nonprofit in the central Iowa area and the United Way Worldwide network. Staff at UWCI have a passion for the organization’s mission and community impact work and strive to create a positive and welcoming work environment. Our Core Values of **Compassion, Integrity, Community Engagement, Responsiveness and Striving for Excellence** is the foundation for how we do our work and to reach our aspiration to “Engage Community to Empower All.”

### Summary of position

The Marketing Projects Intern will gain valuable experience working on a variety of communications initiatives in a highly collaborative environment. The position will require a commitment of at least 10 hours per week for a total of 10 weeks. Weekly hours are negotiable. Preferable that student will receive course credit for their work.

### Position Description

- Research and write blog posts, e-newsletters, press releases, fact sheets, and other content
- Proofread content and input editing changes
- Develop content for a variety of social media platforms and research and present new strategies
- Support communications needs with events including invite creation and social media promotion
- Help manage project plans and project planning meetings

- Manage printing and supplies orders
- Review and update website content

#### Position Qualifications

- Majoring in marketing, journalism, communications, or related field
- Completed at least two years of major coursework
- Strong writer
- Ability to think creatively
- Detail-oriented and highly organized
- Basic knowledge of Adobe programs and online communications platforms
- The initiative to see projects through completion
- Ability to collaborate with other team members

#### Special considerations

#### **Environmental Conditions:**

Work is performed primarily indoors with occasional local travel between buildings in the central Iowa area.

#### **Physical Demands:**

The physical and mental demands of this position are representative of those that must be met by an employee to successfully perform the essential job functions. While performing the duties of this job, employee is regularly required to use hands to finger, handle, feel objects, tools, or controls, and talk and hear. The employee frequently is required to sit and reach with hands and arms. The employee is occasionally required to stand, walk, stoop, kneel, crouch or crawl. The incumbent must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions. The United Way of Central Iowa reserves the right to review each requested accommodation and determine if such poses an undue hardship.

The description given is intended only to provide information about the general nature of the job and is not an all-inclusive list of the job duties, skills or abilities which may change from time-to-time.