

**Communications Internship
Fall 2010, Spring 2011**

ABOUT OUR ORGANIZATION

United Way of Riley County (UWRC) is a nonprofit organization that works in partnership with local community leaders, businesses, government agencies, other nonprofits, and individuals to build a stronger, healthier community. By focusing on the issues of Education, Income and Health, we create long-lasting and positive changes are made in the lives of children, families, and individuals.

STATUS

Intern, Part-Time (8 to 15 hours per week - time commitment may vary according to the intern's arrangement and request). Hours are flexible.

REPORTS TO

The Communications Intern reports to the Operations Manager.

ACADEMIC CREDIT

If intern wishes to receive academic credit for the internship, it will be the intern's responsibility to make arrangements with his or her school. United Way of Riley County will provide the necessary job description and performance review upon request.

POSITION SUMMARY

This internship will assist with marketing and communications efforts of United Way (including Marketing, Advertising and Public Relations). Dependent upon the internship duration, the intern will assist in various projects and events for any and/or all of the UWRC initiatives and the resource development department. The intern will have the opportunity to help design their work plan based on the outcomes they hope to achieve from this position.

Responsibilities – Possible Areas of Focus:

- Marketing research and gathering content for marketing materials
- Researching and contacting vendors
- Drafting press releases, newsletter articles, PSAs, and letters, eNewsletter articles, PSAs, and letters
- Updating, maintaining and improving content of marketing collateral, websites and social media sites
- Working with initiatives and programs to develop story ideas for the media
- Contacting media professionals to initiate or follow-up with outreach attempts
- Prepare written recommendations for future projects
- Participating in creative process
- Assisting with photo and video opportunities
- Other projects within the realm of marketing and communications
- Participating in creative process
- Working with initiatives and programs to develop marketing opportunities

QUALIFICATIONS

- Currently enrolled in college, and an academic/career interest in communications, journalism,
- English, copyediting, copywriting, and/or public relations
- Excellent written and verbal communication skills
- Strong organizational, time management and interpersonal skills
- Ability to manage multiple projects and meet deadlines
- Must be self sufficient, a self starter and ready to learn
- Willingness and ability to contact and work with members of the media
- Ability to think creatively and to share ideas

PHYSICAL REQUIREMENTS

Must be physically able to lift/move up to 20 pounds, as well as sit, standing, walking, stooping, squatting, pushing and pulling. This position requires sitting for extended periods of time while on the computer and telephone. The candidate also assists with the gathering of supplies for community events or presentations as well as creating displays and hanging signage.

SALARY

This is an unpaid internship.

WHAT YOU WILL GAIN

- Solid marketing communications experience
- The opportunity to custom-design your own internship to meet your academic and career needs
- Flexible hours - with appropriate notice, the supervisor will work to schedule hours around exams and other deadlines
- The opportunity to interact with other professionals in the business, government, academic and nonprofit sectors
- A great professional recommendation for your valuable work
- Knowledge that you are making a difference in your community

SUPPLEMENTAL QUESTIONS

1. What are your career and academic goals?
2. What do you expect out of an internship at United Way?
3. What special qualities do you feel you will bring to this internship?
4. What is the time frame (day/month to day/month) that you expect to serve, and what days and hours are you available to work?

PLEASE SEND COVER LETTER, RESUME AND ANSWERS TO THE SUPPLEMENTAL QUESTIONS TO:

Dianne Paukstelis, Executive Director, at director@unitedwayrc.org

United Way of Riley County (UWRC) is an equal opportunity employer.

Background checks are performed and internships are contingent upon successful screening.

ERROR: undefined
OFFENDING COMMAND:

STACK: