

UNITED WAY OF MASSACHUSETTS BAY AND MERRIMACK VALLEY

Job Description

About Us:

United Way draws on its 70-year history and reputation to forge groundbreaking partnerships with government, business and other foundations. Working with key partners, we facilitate the mutual exchange of research and best practices, so that proven strategies shape our work and the work of nonprofits in the region. To make the greatest impact possible, United Way aligns a network of more than 200 independent health and human service under the same set of community goals:

- Children will enter school ready to learn.
- Youth will have adult guidance and positive options for the future.
- Families will have safe permanent homes, and the financial know-how to build better futures.

Our objective is to get at the root causes of problems and find lasting solutions that build a better life for us all.

Together, we will make this region the best place in the country for children and families.

POSITION TITLE: Marketing and Social Marketing Intern(s)
DIVISION: Marketing
REPORTS TO: Marketing Director

STATUS: Non-paid Internship

TIMEFRAME: Marketing Intern: (Spring: March-May/Summer: Late May–Late August/Fall: September–November)
Social Marketing/PR Intern: (Winter: November-February/Spring: March-May/Summer: Late May–Late August/Fall: September–November)
Minimum 10-12 hours per week.

POSITION OVERVIEW:

The Marketing department is providing two distinct hands-on internship opportunities to individuals focused on the public relations and account management aspects of the Marketing field. Interns will be exposed to the day-to-day processing and execution of marketing strategies and collaterals. All interns will have administrative responsibilities including but not limited to mailing projects, editing and proofing.

Marketing Intern will work with the Development Marketing Teams assisting with research and bench marketing activities. Working collaboratively across the organization the intern will be involved with the tracking and production of cause marketing collaterals. The goal of the internship is to provide a meaningful work experience while granting greater insight on how our United Way explains what we do to our donor audiences.

Social Marketing Intern will work closely with the Public Relations team, assisting with the implementation and execution of marketing communications as well as work collaboratively with our Community Impact department. The Social Marketing Intern will gain insight on how our United Way measures effectiveness, identifies and communicates community issues, and analyzes press trends.

KEY RESPONSIBILITIES:

Marketing Intern:

- Assist and perform Database clean-up
- Conduct research for Market Analysis library
- Assist with Project tracking
- Help implement, execute and report an evaluative tracking system on projects
- Assist with Focus Group development and preparation

Social Marketing/PR Intern:

- Compile and coordinate press clippings and press books
- Assemble and organize a Media Measurement report

- Journalist research- update outdated media contacts lists
- Research and compile follow daily papers to determine new beats
- Coordinate of video filming or production projects i.e. Success stories and internal videos
- Coordination of meetings
- Track and maintain RSVPs for Marketing related events
- Assist and perform database clean-up

EXPERIENCE AND SKILL SET:

Marketing Intern Background/Experience:

- Studying for a Bachelor's Degree in Writing, Marketing, Communication
- Volunteer Experience a plus
- Experience in Market Research and Analysis
- Experience in event planning a plus
- Ability to speak other languages a plus

Social Marketing Intern Background/Experience:

- Studying for a Bachelor's Degree in Writing, Marketing, Public Relation, Communications, Video Production
- Volunteer Experience a plus
- Experience in Market Research and Analysis
- Experience in planning events a plus
- Speak other languages a plus

All interns should posses:

- Strong data entry and data integrity skills
- Strong organizational skills
- Ability to research external competitors in both for profit and non-profit
- Skills in video editing, production, story telling, scripting, coaching
- Skills in Microsoft PowerPoint, Outlook, Word, Excel, Access
- Strong Interpersonal and verbal communication skills
- Takes initiative, responsible, high energy, problem solver, continually up for a challenge
- Individual creativity and the ability to work as a part of a team
- Attention to detail
- Time Management skills, ability to prioritize multiple projects
- Desire to learn

To Apply Go To:

<http://www.interviewexchange.com/jobofferdetails.jsp?JOBID=8797>