

**Title:** Intern – Event Planning

**Reports to:** Executive Director

mreabold @unitedwaywashcounty.org

**Time Commitment:** Hours and work dates are flexible within 9 a.m.-4:30 p.m. workday, may include night and weekend events.

**Deadline:** Applications accepted throughout the year.



### **Purpose of Position:**

Internships are meant to provide a direct benefit to the student as well as to United Way of Washington County, MD. Interns are expected to provide valuable support to their direct supervisor; oversee at least one significant project to its completion; and develop skills related to the area of function. The intern's role is similar to the employee in that they are expected to participate in activities that help fulfill the mission and vision of United Way.

This position works directly with the team to implement marketing strategies, promote and create awareness for United Way through general audience and donor projects/events and assist with marketing research and planning. This position may also aid with the implementation of publicity and online communications as a complement to assigned projects.

### **Specific duties may include:**

- Assist with execution of event & meeting plans.
- 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, 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.
- Assist in writing communication pieces including letters, newsletters, web content, invitations, data tracking and reports.
- Assist on other resource development projects as assigned.

### **Qualifications & Benefits**

Student currently enrolled in a degree program - marketing, communications, or public relations, preferred.

- Individual will be outgoing and comfortable in new situations.
- Strong computer skills with Microsoft Office (e.g., word, excel) and general Internet and electronic communications.
- Excellent skills in communications, including oral, written and verbal.
- Effectively manages time and demonstrates flexibility to ever-changing needs.
- Must be organized, self starter who recognizes accountability as a key trait.
- Gain valuable experience in nonprofit administration, event coordination and donor relations.
- Strengthen communication, coordination, fundraising and customer service skills.
- Broaden knowledge of United Way and the needs of our community.

**Apply:** Please submit a cover letter indicating your interest and what you hope to gain through this internship experience along with your resume.