

**Title:** Intern – Marketing & Communications

**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.

**Projects may include:**

1. Develop a marketing & communication plan to increase public awareness.
2. Create and implement communications plan that highlights community investments as related to annual grant awards.
  - a. May include creating infographics.
3. Provide social media and website updates. Assist with the creation of the monthly newsletter publication.
4. Assist with the planning and coordinating of meetings and events.

**Specific duties may include:**

- Update media contact list.
- Create daily posts for social media.
- Review website and make recommendations for change.
- Review monthly newsletter format and make recommendations for change.
- Provide content for website and newsletter.
- Assist team to create an enjoyable experience for guests and participants who attend UWWC meetings and events.

**Qualifications & Benefits of Internship**

Enrolled in degree program of Business, Marketing, Communications, or related field.

- Individual will be outgoing, 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.
- Demonstrated organization, follow-up, analytical and problem solving skills.
- Effectively manages time and demonstrates flexibility in being responsive to ever-changing needs.
- Gain valuable experience in the art of communication and public affairs.
- 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.