



**BOYS & GIRLS CLUB
OF BENTON COUNTY**

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| Position Title | Marketing and Communications Intern |
| Organization | Boys & Girls Club of Benton County |
| Department | Development |
| Address | 2801 N Walker, Bentonville, AR 72712 |
| Supervisor Name | Caty Rogers |
| Supervisor Phone | 479-273-7187 |
| Supervisor Email | crogers@bgcbentoncounty.org |

TERMS OF EMPLOYMENT

- A. Background Checks
 - a. The individual must consent to and pass all necessary background checks completed by the Boys & Girls Club of Benton County.
- B. Eligibility
 - a. The individual must be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior or senior in the fall of 2019.
 - b. The individual must submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.
- C. Work Schedule and Conditions
 - a. This is a temporary full time (35 hours per week) position.
 - b. This position is not eligible for sick, vacation, and holiday leave during employment.
 - c. This position will require travel throughout several cities in Northwest Arkansas. Valid Driver's License, appropriate auto insurance and a reliable car are required. Mileage for work travel will be reimbursed at the federal rate.
- D. Benefits
 - a. The individual shall receive a \$3,000 salary distributed bi-weekly in equal amounts for the duration of employment.
 - b. Professional Development: The United Way of Northwest Arkansas will provide an in person orientation and three professional development opportunities to the employee.
 - c. The individual will receive coaching from experienced leaders and will produce content to grow their portfolio by the end of the summer.
- E. Evaluations
 - a. The employee will receive an evaluation of their performance at the end of their employment from their direct supervisor. The evaluation also includes a self-evaluation and program evaluation.

RESPONSIBILITIES

- A. Purpose of the Position
 - a. The purpose of this position is to build a portfolio of marketing and communications content to be used for the organizations strategic goal of better telling our story to the community.
- B. Key Duties
 - a. Interview youth, staff, and families to write stories, blurbs, articles, etc. communicating the impact the Club has on the youth who attend.

- b. Create a database of current photos and videos capturing day to day happenings of the Clubs.
 - c. Assist in planning, writing, and managing a monthly eNewsletter
 - d. Updated and maintain BGCB social media presence, including scheduling Facebook updates
 - e. Collaborate with staff on new ideas, directions, and venues for marketing and communications
 - f. In order to better our analyzation of social media analytics, create a dashboard to reflect social media activity
 - g. Development of other digital marketing materials as needed
- C. Community Impact
- a. This project will help further the Boys & Girls Club’s mission of enabling all young people, especially those who need us most, to reach their full potential as productive, caring, responsibly citizens by increasing awareness of Club programming to help drive Community engagement. This is to include online engagement through social media channels, engagement of new donors, and engagement of new volunteers.
- D. Short Term Outcomes
- a. Activities completed by the Marketing and Communications Intern will result in an increased awareness of the organization and its purpose to community members which will be measured by social media interactions, website traffic, and external surveys
 - b. Increased club-community relationships measured by number of engagements with new and existing stakeholders

QUALIFICATIONS

- A. Knowledge and Skills
- a. Student seeking degree in marketing, communications, journalism, or other related field preferred
 - b. Firm grasp of available tools and platforms in the social media space
 - c. Outstanding communication skills, both verbal and written
 - d. Excellent organizational and time management skills
 - e. Must have working knowledge of word-processing programs, PowerPoint) Proficiency in Adobe InDesign or Photoshop is a plus
 - f. Ability to handle multiple ongoing tasks while meeting deadlines in a fast paced environment
 - g. Must have enthusiasm for the mission of the Club and the kids we serve

LEARNING OBJECTIVES

- A. Career Development
- a. This internship will allow students to develop pieces for professional portfolios
 - b. Interns will be exposed to the organizational management of a nonprofit on an administrative level – contributing to strategic planning and marketing efforts
 - c. Interns will find practical application of themes learned in-class
- B. Skill Development
- a. Interns will develop project management, time management skills, and storyboarding skills.
 - b. Technical skills will be developed through content creation
- C. Personal Growth and Development
- a. Interns will spend the summer becoming a part of the exciting culture found only at the Boys & Girls Club and will be recognized as a vital member of the Boys & Girls Club family