

TYSON SUMMER COMMUNITY INTERNSHIP PROGRAM JOB DESCRIPTION

Position Title	Marketing and Communications Intern
Organization	Economic Opportunity Agency, Inc.
Department	Advancement
Address	614 E. Emma, ste. M401, Springdale, AR 72764
Supervisor Name	Megan Cuddy
Supervisor Contact	mcuddy@eoawc.org or 479-872-7479 ext. 221

Terms of Employment

A. Eligibility

- a. Currently enrolled, undergraduate student who will return to college as a full-time (12 credit hours) sophomore, junior, or senior in the fall of 2019.
- b. Submit written enrollment verification from an accredited college or university confirming the student's enrollment status to the United Way of Northwest Arkansas.
- c. Submit an EOA Application form

B. Work Schedule

- a. This is a full-time (35 hours per week) position.
- b. This position is temporary and therefore not eligible for sick, vacation, or holiday pay during employment.

C. Benefits

- a. Salary – the individual will 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.

D. Evaluation

- 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. Position Purpose – the purpose of the Marketing and Communications Intern will be to strengthen the agency's marketing and communications strategies. This will involve developing a new agency brochure, producing Media Releases when appropriate,

assisting with weekly social media messaging, and assisting with content and updates for the agency website.

B. Duties

- Analyze current marketing and communication strategies and their effectiveness
- Write and/or edit content for social media and website
- Assist in the design and creation of marketing materials
- Write and distribute media releases as needed
- Assist with content and updates for agency website
- Assist with promotional events or general office duties as needed

C. Community Impact – The EOA Marketing and Communications Intern will have an opportunity to increase mission awareness and expand the reach of agency messaging. The community will benefit by being better informed and educated on the availability of EOA services and programs, and its mission of “Empowering children and families to learn, connect, and succeed.”

Qualifications

- Strong writing skills and creativity
- Attention to detail and ability to handle multiple projects
- Ability to learn quickly, work independently, and take initiative
- Excellent organization and problem-solving skills
- Proficiency with Microsoft Office Suite (Word, Excel, PowerPoint)
- Approachable and professional demeanor
- Social media experience required
- Wordpress experience preferred
- Design experience preferred
- Students that have the following majors would be the best fit for this position: Communications, English, Graphic Design, or Journalism.

Learning Objectives

A. Career Development

- a. Working knowledge and understanding of nonprofit management
- b. Public relations and community engagement experience

B. Skill Development

- a. Develop knowledge and professional skills in the area of marketing and communications
- b. Learn to manage multiple projects with set deadlines

C. Personal Growth and Development

- a. Increased self-esteem and confidence in a professional environment

- b. Increased critical thinking and problem-solving skills
- D. Short and Long Term Outcomes
 - a. Strengthened marketing and communications strategies measured by likes on social media, website traffic, and e-newsletter clicks
 - b. Updated marketing materials with at least one new brochure produced
 - c. Increased mission awareness measured by likes on social media, website traffic, and e-newsletter clicks

Signature

Employee Name	Supervisor Name
Employee Signature	Supervisor Signature
Signature Date	Signature Date