



Arkansas Support Network

Supporting Choices and Opportunities for
Individuals with Disabilities and their Families

SINCE 1988

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| Position Title | Graphic and Web Design Intern |
| Organization | Arkansas Support Network |
| Department | Development |
| Address | 6836 Isaac's Orchard Rd Springdale, AR 72762 |
| Supervisor Name | Nakisha Snell |
| Supervisor Contact | nsnell@supports.org 479-225-5440 or 479-927-4100 |

TERMS OF EMPLOYMENT

A. BACKGROUND CHECKS: This position requires the following background checks:

- a. Criminal Background Check, Adult Mistreatment Registry Check, Child Mistreatment Registry Check

B. ELIGIBILITY

- a. 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 2020.
- b. Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.

C. WORK SCHEDULE & CONDITIONS

- a. This is a full time (40 hours per week) temporary position.
- b. Per our Chief Financial Officer, Danial Marino, the rate for this position is \$10 per hour
- c. This position is not eligible for sick, vacation, and holiday leave during employment.
- d. There will be occasional travel required, however, no travel requirements outside Northwest Arkansas. Mileage reimbursement will be provided by Arkansas Support Network.
- e. Physical Activities: The following physical activities are associated with the position and may be performed with or without an accommodation. All individuals are encouraged to apply.
 - a. Frequently
 - i. Feeling
 - ii. Grasping
 - iii. Reaching
 - iv. Standing
 - v. Walking
 - vi. Constantly
 - vii. Manipulate items with fingers, including keyboarding
 - viii. Hearing
 - ix. Repetitive motion
 - x. Sitting
 - xi. Talking
- f. The intern is required to have visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; and/or visual inspection at distances close to the eyes.



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D. BENEFITS

- a. SALARY. The individual shall receive a \$3,200 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.

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. POSITION PURPOSE

- Arkansas Support Network is looking for an enthusiastic graphic and web design intern to join our Development team. As a graphic and web design intern, you will collaborate with the Director of Marketing to support the creative needs of the Development team. Your role will require the ability to support the communication and data review needs of the agency by streamlining the donor, volunteer and fundraising event information onto one user-friendly database. In addition, you will assist in cultivating the branding of fundraising and educational events through the graphic design of print and digital marketing materials, social media posts, and website updates related to those events.

F. DUTIES

- a. Work to expand the user friendliness of the current website for ASN staff
- b. Updates and publishes website design and content while maintaining continuity of themes and design layout
- c. Ensures proper SEO of the website
- d. Creates and designs event invitations, brochures, advertisements and all other promotional marketing materials for ASN events
- e. Creates and designs event signage such as banners, programs and all other event promotional materials
- f. Creates and designs educational and fundraising marketing information for the agency
- g. Assist in the distribution and/or delivery of marketing materials related to reoccurring community and fundraising events
- h. Assist with ASN informational booths at community events
- i. Other administrative duties as assigned

G. COMMUNITY IMPACT

- a. ASN recognizes and supports every person's right to be included in the life of the community. The intern will work to help us promote this mission and support us in creating a more inclusive community for people with disabilities.
- b. The intern will help promote and educate the public about the impact of our mission on our local community specifically through highlighting the role of the direct support



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profession in the disability community.

- c. The intern will highlight spaces in Northwest Arkansas that do a great job of creating accessible and inclusive opportunities for individuals with disabilities.

QUALIFICATIONS

- a. Previous marketing experience, a plus, not a must
- b. Must possess your own laptop
- c. Pursuing bachelor’s degree in computer science and/or computer engineering, business management, marketing, graphic design or related field
- d. Demonstrates strong desire to learn and educate others about the disability community
- e. Demonstrates ability to work independently while efficiently managing multiple deadlines
- f. Superior organizational and communication skills
- g. Strong attention to detail and a demonstrated ability to take initiative
- h. Excellent public relations and customer service skills in dealing with internal and external constituents
- i. Solid understanding of different marketing techniques
- j. Proficient website and basic design program knowledge
- k. Must possess valid driver’s license, appropriate auto insurance and reliable car

LEARNING OBJECTIVES

A. CAREER DEVELOPMENT

- a. The intern will complete the internship having gained broad experience in various aspects of nonprofit marketing including web content development, print and digital media content development.

B. SKILL DEVELOPMENT

- a. The intern will develop skills in time management, multi-tasking, project management, print and digital content development, social media marketing, and marketing content creation.

PERSONAL GROWTH AND DEVELOPMENT

- a. This internship will develop your ability to effectively communicate organizational mission and values to potential supporters and donors. In addition, you will strengthen effective communication and marketing strategies. Overall, our goal will be to strengthen your community advocacy skills by teaching you how to creatively educate your surrounding community about the value of inclusion for all.

SIGNATURE (this will be signed at the point of employment with the student)

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



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