



**BOYS & GIRLS CLUB  
OF BENTON COUNTY**

<b>Position Title</b>	Marketing and Communications Intern
<b>Organization</b>	Boys & Girls Club of Benton County
<b>Department</b>	Resource Development
<b>Address</b>	2801 N Walker, Bentonville, AR 72712
<b>Supervisor Name</b>	Stefanie Jackson
<b>Supervisor Phone</b>	479-273-7187
<b>Supervisor Email</b>	sjackson@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 2020.
  - 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 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 \$3,200 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.
  - 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 Marketing & Communications Intern will support the Boys & Girls Club of Benton County's efforts to raise awareness of the positive impact we have on the community by working to improve our marketing strategy and outreach, creating and maintaining marketing materials, conducting research and exploring new strategies to reach priority audiences.

## B. Key Duties

### a. Marketing

- i. Develop a community marketing plan geared towards local civic organizations; Create compelling presentations demonstrating the impact the BGCBC has on the community.
- ii. Collect Club-wide data from a variety of sources for use in impact brochures, website, social media, etc.; Analyze and leverage data in order to grow BGCBC visibility within the community.
- iii. Create a database of current photos and videos capturing day to day happenings of the Clubs.
- iv. Organize the Club's various content databases (photography, video, quotes and testimonials) to support future promotional efforts.
- v. Develop and maintain a spread sheet documenting specific marketing best practices and successes.

### b. Communications

- i. Regularly monitor and update BGCBC's social media channels (Facebook and Instagram) with relevant content
- ii. Oversee website maintenance and ensure website content is current
- iii. Collaborate with staff on new ideas, directions, and venues for marketing and communications

## C. Community Impact

- a. This position will help further the BGCBC'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 community partners, and engagement of new volunteers. The projects that the intern will complete will strengthen the BGCBC's capacity and mission, and thus impact the lives of many Benton County families.

## 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 civic organizations and community members, which will be measured by social media interactions, website traffic, and external surveys
- b. Increased Club-community relationships will be measured by the number of engagements with new and existing stakeholders

## QUALIFICATIONS

### A. Knowledge and Skills

- a. Student seeking a degree in marketing, communications, journalism, or other related field preferred
- b. Firm grasp of available tools and platforms in the social media space
- c. Strong communication skills, both verbal and written
- d. Proficiency in Microsoft Office applications, particularly PowerPoint and Excel, and proven ability to learn other software and technology
- e. Excellent organizational and time management skills
- f. Ability to work proactively to resolve issues and bring tasks to completion, performing through research, analysis and troubleshooting
- g. Working knowledge of website management—specifically content development and editing (WordPress, basic HTML, etc.)
- h. Ability to handle multiple ongoing tasks while meeting deadlines in a fast paced environment
- i. Ability to work independently and as a member of a team
- j. Willingness to occasionally travel to different Clubs across Benton County

- k. Enthusiasm for the mission of the Club and the youth we serve

**LEARNING OBJECTIVES**

**A. Career Development**

- a. This internship will build marketing and communication skills through hands on experience with many different areas of a nonprofit organization
- 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, data research and analysis skills
- b. Interns will develop writing skills by creating a wide variety of compelling marketing materials
- c. Technical skills will be developed through maintaining and creating website content
- d. Interns will be an active participant in regularly assessing the results of their projects

**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
- b. Working at the Boys & Girls Club of Benton County will provide interns an opportunity to deepen their social commitment and gain confidence in the ways that they can make a positive impact in their community

<b>Employee Name</b>	<b>Supervisor Name</b>
<b>Employee Signature</b>	<b>Supervisor Signature</b>
<b>Signature Date</b>	<b>Signature Date</b>