



Development & Marketing Intern 2020

Northwest Arkansas Women's Shelter Rogers, AR

Reports to: Development Director, Stacy Seger

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The mission of the Northwest Arkansas Women's Shelter (NWAWS) is to provide shelter and support at any hour for those affected by domestic violence in our community. In 2018, 478 individuals, nearly half of whom were children, called NWAWS home for a time. All services are provided at no charge regardless of race, color, national origin, religion, gender, age, disability, marital or veteran status, sexual orientation, gender identity, or any other legally protected status. More information about the Northwest Arkansas Women's Shelter is available at <http://www.nwaws.org/>.

Terms of Employment

- A. Background Checks: This position requires a comprehensive criminal background check be performed.
- 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 NWA.
- C. Work Schedule & 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.
- D. Benefits:
 - a. Stipend: The individual shall receive a \$3,200 stipend disbursed bi-weekly in equal amounts for the duration of employment.
 - b. Professional Development: The United Way of NWA will provide an in-person orientation and three professional development opportunities to the intern.
- E. Evaluations:
 - a. The intern 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:
 - a. The intern will receive substantial experience with
 - i. Nonprofit development & management
 - ii. Events planning
 - iii. Donor relations
 - iv. Strategic fundraising
 - v. Nonprofit marketing
 - vi. Campaign Management



- b. Duties
 - i. Creating and implementing a cohesive non-profit development plan
 - ii. Working in a team environment, leveraging everyone's unique abilities to achieve success
 - iii. Research and develop events in new fundraising markets
 - iv. Research event venues and caterers, and help to get quotes
 - v. Depending on availability, provide assistant at events and fairs
 - vi. Depending on experience, help design invitations and event promotions
 - vii. Help research potential donors
 - viii. Provide support in sending mailings and invitations
 - ix. Help provide current donors and members with information requests
 - x. Help with maintaining database records
 - xi. Help with "busy" work including envelope stuffing and administrative duties like file cleaning and data entry
- c. Community Impact
 - i. As an established and active nonprofit, we are always looking for new ways to reach new donors, establish community relationships and partnerships, gain corporate sponsors, but most importantly, new ways to serve our clients and empower them to live independently and thrive!

Qualifications

- A. We are seeking a motivated and responsible college student or young professional who is looking to gain experience working with an established nonprofit. Prior intern experience is not a requirement, but we do require you to have a strong work ethic and willingness to learn.
- B. A potential intern should be comfortable working independently but also working with a team and a supervisor.
- C. The position of the Development & Marketing Intern will be during the summer months of 2020 with specific dates to be determined with the chosen candidate and the Development Director.

The NWAWS commits to providing regular and constructive feedback as it relates to learning objectives, a consistent presence during the working hours of the intern, a supportive environment to learn and grow, and a TON of fun with a great team!

Learning Objectives

- A. Career Development
 - a. This position will be "full immersion" – there will be limited classroom or lecturing time outside of the professional development trainings provided. The intern will be expected to be a contributing member of a busy team. They will learn how to navigate a professional office environment with the professional relationships that entails.



B. Skill Development

- a. As a fully functioning member of the Development & Marketing team, they will be allowed to try things out they have learned. They will be provided feedback and offered suggestions. They will also be allowed to “fail” if that happens and will learn from setbacks and road blocks.

C. Personal Growth and Development

- a. As a member of a tight-knit team and full staff, they will have a safe environment in which to “practice” their skills with a safety net. We have a no judgment policy and are quick with feedback and compliments, alike.

Signatures

Intern Name

Supervisor Name

Intern Signature

Supervisor Signature

Date

Date