



OZARK
LITERACY
COUNCIL

TYSON SUMMER COMMUNITY INTERN 2020

Position Title: Community Engagement Intern
Organization: Ozark Literacy Council
Address: 2596 N Keystone Crossing, Fayetteville, AR 72703
Supervisor Name: Patty Sullivan, Executive Director
Supervisor Contact: patty@ozarkliteracy.org

RESPONSIBILITIES

- Develop and produce 12-month social media plan
- Draft press releases and identify opportunities for earned media
- Design and produce content for social media channels and website
- Interview students to create stories to be shared on media channels
- Research and provide data-driven recommendations (using website, email marketing and social metrics) and measure social media impact
- Implement online giving platforms and refine online giving strategy

QUALIFICATIONS

The ideal intern should have an interest in communication, literacy, nonprofit administration, marketing, and possess strong writing skills. All majors considered. Additionally, the ideal intern is self-motivated, enthusiastic, organized, and detail-oriented with knowledge and experience in Microsoft Office, Google Docs, WordPress, and a variety of social media platforms and a strong interest in working with diverse populations.

LEARNING OBJECTIVES

Our intern will develop skills including strategic communication, project management, media outreach, social media, digital & email marketing, materials and message development, content creation, lead generation, audience segmentation, community engagement, data analysis, metrics-based decision making, time management, and leadership.

COMMUNITY IMPACT

The intern will work on team that provides adult education to 400 adult students, most who speak other languages. Our work at Ozark Literacy Council allows adults to access employment, seek further education and increase community participation.





OZARK
LITERACY
COUNCIL

TERMS OF EMPLOYMENT

A. 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. All positions at Ozark Literacy are filled without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, disability, or any other characteristic protected by law. All are encouraged to apply.

B. WORK SCHEDULE & CONDITIONS

- a. This is a full time (35 hours per week) position in our office in Fayetteville.
- b. This position, which is classified as temporary, is not eligible for sick, vacation, and holiday leave during employment.
- c. Some evenings are required, depending on OLC schedule and special events. Working hours can be flexible, as needed.

C. 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.
- c. **EVALUATIONS.** The employee will receive an evaluation of performance at the end of their employment from the executive director. The evaluation also includes a self-evaluation and program evaluation.
- d. **ORIENTATION.** The employee will participate in the Ozark Literacy Council volunteer orientation.

