



## JOB DESCRIPTION

<b>Position Title</b>	Marketing & Development Intern
<b>Organization</b>	Prism Education Center
<b>Department</b>	Marketing & Development
<b>Address</b>	2855 E Joyce Blvd
<b>Supervisor Name</b>	Rachel Wall
<b>Supervisor Contact</b>	(479) 249-6113

## TERMS OF EMPLOYMENT

1. Background Checks
  - a. State of Arkansas Background Check
  - b. FBI Background Check
  - c. Child Maltreatment Registry Check
2. Eligibility
  - a. Be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior, senior in the fall of 2020.
  - b. Submit written verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas
3. 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.
4. 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
    - i. The United Way of Northwest Arkansas will provide an in-person orientation and three professional development opportunities to the intern.
    - ii. Prism Education Center will provide a formalized orientation that is specific to the internship, as well ongoing trainings as needed based on the student's existing skill set.

- c. FOOD. The program will provide lunch for the intern each day.
5. 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**

1. Position Purpose
  - a. Overview & Purpose: Prism Education Center is seeking a summer intern who will develop strategic initiatives to increase our organization's presence in the community, with the ultimate end-goal of new student enrollment in our programs. We also hope to increase and expand our organization's revenue stream by searching for new funding sources, such as grant opportunities and fundraisers. As it has been said, Prism Education Center is one of Northwest Arkansas' best kept secrets, and we want to do everything we can to change that reality.
  - b. Project Goals: By the end of the summer, the intern will accomplish the following goals:
    - Creation of materials that can be used for the purpose of marketing/advertising, such as handouts, social media campaigns, presentations and content for our website
    - Expansion of the organization's network of community partners through direct engagement with parents, businesses and other non-profit organizations
    - Application development for at least one new program-scale grant, or several small project-based grants
    - Development of a yearly calendar for fundraising events that will take place throughout the upcoming school year
  - c. Project Impact: Through the completion of the different projects above, the intern will have a positive impact on the organization by:
    - Strengthening our organization's ability to effectively communicate our story
    - Strengthening the Prism Education Center brand
    - Increasing student enrollment in our programs
    - Generating additional streams of revenue for the organization
2. Duties
  - a. The intern will be responsible for achieving the specified project goals for the project as described above.
  - b. The intern will be responsible for ensuring that project milestones are met.
  - c. The intern will be responsible for communicating project outcomes in a clear and concise manner.
3. Community Impact
  - a. Increased access to high-quality educational options for low to moderate income families in Northwest Arkansas
  - b. Increased sustainability of already existing programs which impact the lives of hundreds of children and their families

## **QUALIFICATIONS**

1. Qualified candidates should:
  - a. Have strong oral and written communication skills
  - b. Have the computer skills necessary to create marketing/advertising materials; both digital and print
  - c. Have the ability to think strategically and organize information in an effective way
  - d. Maintain a student/service focus while performing duties
  - e. Maintain a positive attitude and work well with other team members
  - f. Be able to communicate clearly and appropriately with supervisor
  - g. Be willing to follow direction and ask questions for clarification if needed
  - h. Be able to work calmly and effectively under specific deadlines
  - i. Be able to produce high quality and accurate work

## **LEARNING OBJECTIVES**

2. Career Development
  - a. From this experience, interns will gain:
    - i. Practical understanding of how marketing efforts translate to expansion of programs and revenue generation in a non-profit context
    - ii. Experience writing grants
    - iii. Experience communicating and networking with business professionals
    - iv. Practical understanding of how to strategically plan for and execute projects
3. Skill Development
  - a. Students will develop the following skills during their internship:
    - i. Effective Communication
    - ii. Networking
    - iii. Time Management
    - iv. Project Coordination
    - v. Grant Writing
4. Personal Growth & Development
  - a. Students who complete the internship will personally benefit from working in a positive culture surrounded by passionate team members who are dedicated to improving the lives of children.
  - b. Students will leave the program with added:
    - i. Confidence
    - ii. Management & Coordination experience
    - iii. Sense of accomplishment
    - iv. Purpose

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