



Position Title	Havenwood Marketing Intern
Organization	Havenwood
Department	
Address	808 N Main Street, Bentonville, AR 72712
Supervisor Name	Debbie Martin
Supervisor Contact	debbie@nwahavenwood.org 479-273-1060

TERMS OF EMPLOYMENT

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

- a. Federal criminal background check prior to hire

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 the United Way of Northwest Arkansas

C. WORK SCHEDULE & CONDITIONS

- a. This is a temporary full time (35 hours per week) position.
- b. Normal work hours are Monday – Friday 8:00 am – 5:00 pm business hours, but may require occasional evenings or weekends.
- c. This position is not eligible for sick, vacation, and holiday leave during employment.
- d. Physical Conditions: (see Qualifications)

D. BENEFITS

- a. Salary - The individual shall receive a \$3,200 salary distributed bi-weekly in equal amounts for the duration of employment.
- b. Onsite supervision for all interns
- c. Work-related mileage reimbursement
- d. Professional Development – The United Way of Northwest Arkansas will provide an in-person orientation and three professional development opportunities to the employee. Havenwood will also provide professional development training opportunities through attendance at weekly staff meetings. There will also be opportunities to participate in Community-wide trainings through the Northwest Arkansas Continuum of Care, CoC Member organizations, and other community partner organizations.

E. EVALUATIONS

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

The position of Marketing Intern will be utilized by Havenwood staff to further our digital platform. The Havenwood marketing internship position will be responsible for all social media content via Facebook, Instagram, and Twitter, as well as updating our website. This position will be using the Canva website/design program to create flyers and appropriate media content for distribution. They will also create an 18 month calendar of events such as fundraisers, golf tournaments, gala details, silent auctions, etc. We would like the marketing person to work closely with our Director of Development to plan and orchestrate all advertising, specifically social media pushes. This calendar would be developed with the staff for the 18 month period of July 2021 through December 2022. After the calendar is created, a 6 month social media plan would be created. The intern would develop the flyers and advertising through Canva, PowerPoint, and any other programs necessary in order to schedule social media campaigns out for each event on the calendar. This position would also require training for the current Havenwood staff in some of the technology used. Another goal would be for the intern to assist the Havenwood staff with ways in which Havenwood can grow and expand their social media platforms, as this task would hopefully be added to a staff member or intern's responsibility in the future.

B. DUTIES

- a. Program Development
 - i. Outcomes
 1. Improvement of marketing campaigns through social media platforms, expanding our community reach
 2. Train current Havenwood staff in the marketing campaign plan for the future
 - ii. Activities
 1. Analyze current social media usage by Havenwood and ways to improve via Facebook, Twitter, and Instagram
 2. Prepare program calendar of events
 3. Proactively research and train on ways to use Canva for social media campaigns
 4. Develop a 6 month social media campaign, including scheduling posts out for several months
 5. Compile a training guide to leave with staff when internship is complete
- b. Organizational Advancement
 - i. Outcomes:
 1. Understanding how beneficial it is in our current age to improve social media platforms for nonprofits to thrive



2. Identifying the best ways to have a marketing presence online and in the NWA community
- ii. Activities
 1. Identify and recommend the best programs, editing software, social media platforms to move Havenwood's marketing to the next level
 2. Assess whether how and if the current social media platform (Twitter, Facebook, Instagram, Canva) is working or whether we need to change our strategy altogether
- c. Community Impact
 - i. The intern will strengthen Havenwood's mission by spotlighting what we do on a daily basis to help the community with resources
 - ii. New ways of using social media will help fundraising and provide more resources so that Havenwood can expand our community efforts
 - iii. Expanding our platform to create a way for community members to understand opportunities in which to donate and volunteer, giving back to NWA

QUALIFICATIONS

- A. Students should show an advanced skill in areas of marketing, social media platforms, and other computer technology. Additionally, applicant should show an interest in nonprofit work and/or working with those in need. Students who are currently pursuing a degree in Marketing, Business, Social Work, Psychology and technology or human services-related programs are encouraged to apply.
- B. Passion for the missions of Havenwood and the community partnered with a belief that homelessness is a solvable challenge.
- C. Strong problem-solving and analytical skills
- D. Knowledge of online platforms such as Instagram, Facebook, Twitter, etc. and learn how to extract and transform data into compelling stories that increase engagement with the community..
- E. Proficient in Microsoft Office including Word, Excel, PowerPoint and Access
- F. Excellent written and verbal communication skills; ability to establish rapport
- G. Ability to interact with others in a positive and energetic manner
- H. A strong sense of and respect for confidentiality involving clients
- I. Ability to work in a variety of settings with culturally diverse families and communities with the ability to be culturally sensitive and appropriate
- J. Valid driver's license, current auto insurance, and reliable personal transportation is required
- K. Ability to lift up to 50 pounds
- L. Students with lived-experience in foster care, housing insecurity or homelessness or involvement with the criminal justice system are encouraged to apply.

LEARNING OBJECTIVES

- A. CAREER DEVELOPMENT
 - a. Intern will develop a working knowledge of nonprofit management and marketing systems.



- b. Intern will develop a deeper understanding of area nonprofits and community partners in respect to potential future career opportunities in the areas of marketing, collective impact and coordinated care.
- c. Intern will be able to articulate how engagement drives quantifiable results in the social service sector.
- d. Intern will learn engagement and storytelling strategies that affect social determinants of health and how community, state and Federal policies impacts service delivery models.
- e. Intern will learn community engagement strategies and tools that will quantifiably benefit nonprofit work with health and human services.
- f. Intern will develop a deeper understanding of the scope of homelessness in the Northwest Arkansas community as well as evidence-based-practices that brings an end to homeless nationwide.

B. SKILL DEVELOPMENT

- a. Intern will gain experience in using soft skills and presentation tools to engage the community
- b. Intern will enhance organizational and time management skills involving multiple projects
- c. Intern will enhance their ability to build online social media platforms, analyze engagement data across multiple software tools and integrate data into building outcomes based service delivery models.

C. PERSONAL GROWTH AND DEVELOPMENT

- a. Intern will develop an increased confidence presenting in public settings and engaging the community.
- b. Intern will improve professionalism, critical thinking and communication skills
- c. Intern will advance their skills to develop effective working relationships,
- d. Intern will learn how to handle tense and difficult interpersonal situations with full empathy and professionalism.
- e. Interns learn how to effectively contribute ideas to process improvements and other procedures of the team goals which result in improved quality, efficiency, expediency and advocacy.

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

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