



## TYSON SUMMER COMMUNITY INTERNSHIP

Position Title	Social Media & Event Intern
Organization	Open Avenues
Department	Development
Address	PO Box 908, Rogers, AR 72757 (mailing) 2202 N. 24 <sup>th</sup> , Rogers (physical)
Supervisor Name	Kelly Sampson
Supervisor Contact	ksampson@openavenues.org

### **TERMS OF EMPLOYMENT**

**A. BACKGROUND CHECKS:** This position requires the following background checks as mandated by our licensing entities:

- a. *Criminal Record Check* – conducted by the Arkansas State Police (if candidate has not been a state resident for 5 years, the search is expanded to the National level and will include fingerprinting)
- b. *Adult Maltreatment Check* – conducted by the Arkansas Central Registry for Adult Abuse and Maltreatment
- c. *Child Abuse and Neglect Check* – conducted by the Arkansas Central Registry for Child Abuse and Neglect

### **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 2021.
- b. Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.
- c. The candidate must be legally eligible to work in the United States

### **C. WORK SCHEDULE & CONDITIONS**

- a. This is a seasonal, full time position (35 hours per week) from June 7 – July 30, 2021; the Intern may be asked to work flexible hours due to the nature of the job but will primarily work from 8:30am-4:30pm
- b. Due to the short tenure of the internship, this position is not eligible for sick, vacation, and holiday leave during employment.
- c. Must have a valid driver's license, appropriate car insurance and reliable transportation that will support local fieldwork. Mileage reimbursement is offered for any travel requirements outside of transportation to/from the office.

### **D. 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. In addition, Open Avenues will offer 1) Weekly meetings with the Development Director 2) Mentoring session with our Executive Director 3) Mentoring session with a social media consultant and 4) Attendance at our SOAR NWA committee meetings that include board members and high profile business partners to engage in planning and development of a regional event.

## **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. The evaluation detail will include:
  1. Direct Supervisor will monitor weekly progress toward established goals and meet with intern to provide feedback
  2. Upon conclusion of project the Direct Supervisor will provide Intern with a formal evaluation based on the job description
  3. Upon conclusion of project Intern, Direct Supervisor, and Executive Director will assess overall success based on established goals.

## **RESPONSIBILITIES**

### **A. POSITION PURPOSE**

- a. The primary purpose of this internship is to create a comprehensive social media marketing calendar from June 2021 - June 2022 that will boost community awareness of our SOAR NWA fundraiser as well as the vital resources offered through the programs at Open Avenues (OA).
  - The disability community will benefit from the increased visibility provided through targeted and organized digital marketing that gets OA's mission into the hands of a market of supporters who can help increase OA's capacity to provide valuable services.
- b. The secondary purpose of this internship is to assist with the planning and execution of our SOAR NWA fundraiser scheduled for Aug. 28, 2021. He/she will create a detailed volunteer handbook that will help onboard 400-500 volunteers and greatly reduce training time, design various posters and materials for the event and come up with creative ways to promote ticket sales.
  - OA benefits greatly from this fundraising event, having netted \$150k in 2019, and anticipating increased support in 2021 (event was cancelled due to COVID in 2020). The region benefits from this fundraiser as well, not only by having a new cultural offering in our area, but also with major economic development impacts. In 2019, attendees came from 6 states and we anticipate growth each year.

### **B. DUTIES**

The Intern will:

- a. Work with the Development Director to establish a concrete 12-month social media plan for Open Avenues and our SOAR NWA fundraising event.
  - Research emerging social media, specifically in relation to nonprofits
  - Create and schedule engaging social media posts for OA and SOAR NWA for all of OA's social media platforms (Facebook, Twitter, Instagram, LinkedIn). Posts to be approved by Development Director.
  - Create comprehensive 12-month social media calendar that includes an outline of posts to ensure content is timely, relevant, and engaging throughout the year
  - Create tools/track social media growth, engagement, and overall success of each social media plan
- b. Work with SOAR NWA committee to assist with the planning/execution of this major, regional fundraising event. The project will result with the creation of a volunteer handbook that will be used to on-board 400-500 volunteers as well as graphic design for marketing materials and creative ways to promote ticket sales.
  - Attend weekly committee meetings and interact with our team of board members and high profile business partners to offer ideas to improve the event including new activities, traffic flow, potential supporters, etc.
  - Create a volunteer handbook that includes every detail a volunteer would need/want to know about the event for our event webpage. This will eliminate the need for volunteer

training sessions that required 3 days of meetings for our 15-person committee in 2019.

### **C. COMMUNITY IMPACT**

- There are 162 people with disabilities in NWA who will directly benefit from OA's program and services. There are hundreds more who benefit when you take into account their families/caregivers.
- Tens of thousands of people in NWA are unaware of what OA offers and can benefit by increased exposure to diversity and inclusion efforts in regards to people with disabilities.
- The social media marketing support and tools developed by the intern will help boost community awareness of OA's programs and services.
- Additionally, the volunteer handbook created by the intern will increase the efficiency in event implementation for SOAR NWA, OA's largest fundraising event that has a major, positive impact on our budget.

### **QUALIFICATIONS**

- A.** A successful candidate for the internship will possess the following qualifications:
- a. Ability to take initiative, show good judgement, and manage projects from beginning to end
  - b. Excellent writing, editing, and proofreading skills
  - c. Detail oriented with the ability to anticipate next steps or needs
  - d. Understanding of and ability to utilize social media platforms (Facebook, Instagram, Twitter, LinkedIn) and measurement tools such as Hootsuite
  - e. Ability to multitask in a fast-paced environment
  - f. Ability to work effectively both independently and in a team environment
  - g. Ability to design graphics for social media posts and event posters/flyers
  - h. Strong interpersonal relationship skills
  - i. Self-confidence
  - j. Creative problem solving

### **LEARNING OBJECTIVES**

#### **A. CAREER DEVELOPMENT**

- a) Business related skills – Enhanced project management skills, increased understanding of nonprofit/social service sector, improved communication skills (listening, speaking & writing)
- b) Technical skills – Enhanced social media skills, increased analytical and research skills
- c) Personal growth – Acceptance of differences, Increased self-confidence

#### **B. SKILL DEVELOPMENT**

The Intern will have the opportunity to develop and utilize the following skills while working at Open Avenues:

- a. Networking and community engagement
- b. Program conceptualization and development
- c. Marketing and communications
- d. Project management
- e. Needs assessment development and analysis
- f. Graphic design skills
- g. Writing/proofing skills

#### **C. PERSONAL GROWTH AND DEVELOPMENT**

How will your summer employment improve the life of the student? (i.e. increased confidence, self-esteem, critical thinking).

- a. Acceptance of differences in people
- b. The importance of people helping people
- c. Self-confidence

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

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