



**BOYS & GIRLS CLUB**  
OF BENTON COUNTY

<b>Position Title</b>	Content Creator
<b>Organization</b>	Boys & Girls Club of Benton County
<b>Organization Website</b>	<a href="http://www.bgcbentoncounty.org">www.bgcbentoncounty.org</a>
<b>Department</b>	Resource Development
<b>Address</b>	2801 N Walker St. Bentonville, AR 72712
<b>Supervisor Name</b>	Austin Ormand
<b>Supervisor Email</b>	<a href="mailto:aormand@bgcbentoncounty.org">aormand@bgcbentoncounty.org</a>
<b>Supervisor Phone</b>	(479) 273-7187

**TERMS OF EMPLOYMENT**

**1. Background Checks**

- a. The individual must consent to and pass all necessary background checks completed by the Boys & Girls Club of Benton County (BGCBC).

**2. Eligibility**

- a. The individual must 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 2022.
- b. The individual must submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.

**3. Work Schedule and 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.
- c. This position will require travel throughout several cities in Northwest Arkansas. Valid Driver's License, appropriate auto insurance and a reliable car are required.

**4. Benefits**

- a. The individual shall receive a \$4,200 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 two professional development opportunities to the employee.
- c. The individual will receive coaching from experienced leaders and will produce content to grow their portfolio by the end of the summer.

**5. 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.

## **RESPONSIBILITIES**

### **1. Purpose of the Position**

- a. The Content Creator Intern will support BGCBC's efforts to raise awareness of the positive impact we have on the community by creating engaging digital content and gathering impact stories while also assisting in organizing marketing campaigns, participating in brainstorming sessions and developing creative solutions. This position will be a critical component for the success of the Resource Development team and the attainment of its goals, as well as for the long-term growth of the organization. We are looking for someone who is passionate about the Boys & Girls Club mission and can work both independently and collaboratively with the team to contribute purposeful, creative, and strategic ideas that effectively communicate the impact our organization has on the community.

### **2. Key Duties**

- a. Brainstorm and create engaging digital content for the organization's various digital platforms (website, social media, marketing, etc.). Content will include, but is not limited to videos, photography, podcasts, graphics
- b. Works in collaboration with the Resource Development team to ideate and contribute creative concepts for a variety of content across multiple platforms
- c. Ensure organizational communications and messaging across all channels are in alignment with the organization's mission and brand
- d. Monitor and stay on top of emerging trends in social media, culture and applications to appropriately apply that knowledge for content creation
- e. Gather inspiring impact stories amongst youth members to be used for marketing and fundraising purposes
- f. Write, review, edit and update content for website, social media platforms and marketing materials
- g. Update organization's website as needed

### **3. Community Impact**

- a. This position will help further BGCBC's mission of *inspiring and enabling all young people, especially those who need us most, to reach their full potential as productive, caring, responsibly citizens* by increasing awareness of Club programming to help drive community engagement. This is to include online engagement through social media channels, engagement of community partners, and engagement of new volunteers. The projects that the intern will complete will strengthen the BGCBC's capacity and mission, and thus impact the lives of many Benton County families.

### **4. Short Term Outcomes**

- a. Activities completed by the Content Creator Intern will result in an increased awareness of the organization and its purpose to civic organizations and community members, which will be measured by social media interactions, website traffic, and external surveys.

## **QUALIFICATIONS**

### **1. Knowledge & Skills**

- a. All majors considered; preference will be given to students seeking a degree in marketing, communications, film, video production, journalism, or other related fields
- b. Knowledge and understanding of leading social media platforms and viral content, as well as knowledge of emerging trends and technologies
- c. Naturally inclined to innovate in fun and memorable ways
- d. Experience in video creation and editing
- e. Strong verbal and written skills
- f. Ability to work proactively to resolve issues and bring tasks to completion, performing through research, analysis, and troubleshooting
- g. Creative thinker with a strong visual aesthetic
- h. Willingness to occasionally travel to different Club sites across Benton County
- i. Ability to thrive in a fast-paced environment while working effectively and collaboratively with others and independently
- j. Experience with Adobe software a plus

## **LEARNING OBJECTIVES**

### **1. Career Development**

- a. This internship will build marketing and communication skills through hands-on experience with many different areas of a nonprofit organization
- b. Intern will be exposed to the organizational management of a nonprofit on an administrative and operational level – contributing to strategic planning and marketing efforts

### **2. Skills Development**

- a. Intern will strengthen media content creation skills
- b. Intern will develop project management, time management and analysis skills
- c. Intern will develop writing skills by creating a wide variety of compelling marketing materials

### **3. Personal Growth & Development**

- a. The intern will spend the summer becoming a part of the exciting culture found only at the Boys & Girls Club of Benton County and will be recognized as a vital member of the Boys & Girls Club team.
- b. Working at BGCBC will provide interns an opportunity to deepen their social commitment and gain confidence in the ways that they can make a positive impact in their community.

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