



Position Title	Social Media & Event Intern
Organization	Open Avenues
Department	Development
Address	2202 N. 24 th St, P.O. Box 908, Rogers, AR 72757-0908
Supervisor Name	Kelly Sampson
Supervisor Contact	ksampson@openavenues.org

OVERVIEW OF ORGANIZATION

Open Avenues has been serving people with disabilities for more than 46 years. Our mission is "To open avenues of opportunity for people with disabilities by facilitating personal growth and attainment of vocational goals." We work to accomplish this through an on-site Training & Employment Center, Life Skills Training, Community Employment Placement, High School Transition programming, and transportation services.

Any diagnosed disability qualifies someone to participate in Open Avenues programming, including developmental & intellectual disabilities such as Cerebral Palsy, Autism and Down Syndrome, head injuries, physical disabilities and/or mental illness. We believe people who want to work, or to learn to work, should have access to that opportunity regardless of their disability. And by experiencing the dignity that comes with working, our participants gain a sense of belonging and purpose in life. We offer a place free of judgement where people can grow and develop in their own way and at their own pace.

TERMS OF EMPLOYMENT

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

- 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 2022.
- b. Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.
- c. Legally eligible to work in the United States

C. WORK SCHEDULE & CONDITIONS

- a. This is a full time (35 hours per week) position.
- b. This position is not eligible for vacation or holiday leave during employment. If a student is sick, they must notify their host site as soon as possible and work out arrangements with their supervisor.
- 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 \$4,200 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 orientation and two professional development sessions to the employee.
 - ii. Open Avenues will provide weekly meetings with the Development Director, a mentoring session with the Executive Director, a mentoring session with a social media consultant, and inclusion in our SOAR NWA committee meetings that include board members and high profile business partners.

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.

Organization Overview

RESPONSIBILITIES

A. POSITION PURPOSE

- a. The primary purpose of this internship is to create a comprehensive social media marketing calendar from June 2022 - June 2023 that will boost community awareness of our SOAR NWA fundraiser as well as the vital resources offered through the programs at Open Avenues.
- b. The secondary purpose of this internship is to assist with the planning and execution of our SOAR NWA fundraiser scheduled for Aug. 26 & 27, 2022. He/she will create a detailed volunteer guideline video 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. This is our non-profits major fundraising event.

B. DUTIES

- a. Work with Development Director to establish a concrete 12-month social media plan for Open Avenues and our SOAR NWA fundraiser.
 - i. Research emerging social media, specifically in relation to nonprofits
 - ii. 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.
- iii. Create comprehensive 12-month social media calendar that includes an outline of posts to ensure content is timely, relevant, and engaging throughout the year
 - iv. 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 guideline video 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.
- i. Attend regular 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.
 - ii. Create a volunteer video that includes every detail a volunteer would need/want to know about the event for our event webpage. This will eliminate the need for in-person volunteer training sessions.
 - iii. Create high level graphics to help market SOAR NWA

C. COMMUNITY IMPACT

- a. More than 120 people with disabilities in NWA directly benefit from OA's program and services. There are hundreds more who benefit when you take into account their families/caregivers.
- b. 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.
- c. The social media marketing support and tools developed by the intern will help boost community awareness of OA's programs and services.
- d. Additionally, the volunteer guideline video 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. Ability to take initiative, show good judgement, and manage projects from beginning to end
- b. Excellent design, 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
- 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 & graphic design skills, increased analytical and research skills
- c. Personal growth – Acceptance of differences, Increased self-confidence

B. SKILL DEVELOPMENT

- 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

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