



## **Internship Position Description**

**Job Title:** Marketing and Communications Intern

**Department/Program:** Development Team

**Prepared By:** Development and Communications Coordinator

**GENERAL PURPOSE OF INTERNSHIP:** To work within and assist the Development Team to promote YWCA programs and special events provided to the community.

**REQUIREMENTS:** A candidate must be an undergraduate student; graduate student; or have graduated from college within 12 months of beginning the internship. Preferred majors: Communications, Marketing or Graphic Design (not required).

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Create marketing ideas to enhance our programs and special events.
- Assist with mailings to donors, members and prospective donors.
- Assist with design of program brochures, flyers, logos, print ads and other marketing materials.
- Assist with social networking to include: Facebook, Twitter, Instagram, etc.
- Write news releases to promote upcoming events.
- Assist with other tasks as assigned by the Development and Communications Coordinator and Special Events Manager.

### **COMPETENCIES:**

- Reliable, detail-oriented, creative individual looking to learn about non-profit fundraising and marketing.
- Prefer graphic design experience with flyers, brochures and marketing materials and social networking experience to include: Facebook, Twitter, Instagram, etc.
- Excellent organizational skills.
- Shows respect and sensitivity for cultural differences. - Treats people with respect; Works with integrity and ethically; upholds organizational values.
- Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position.
- Observes safety and security procedures.
- Adapts to changes in the work environment.