

POSITION TITLE: Marketing & Communications Intern

FLSA STATUS: Part-time/Non-Exempt

DEPARTMENT: Corporate and Community Engagement

REPORTS TO: Director of Marketing and Communications

Purpose of Position:

The role of this position is to support the marketing department in various initiatives, projects, day to day operations, etc. The intern will provide support in website content, social media strategy, core messaging, campaign collateral, etc.

KEY RESPONSIBILITY AREA - MARKETING AND COMMUNICATIONS

Specific Duties:

- Learning the intricacies of the marketing office and apply said knowledge to overall growth and development of marketing strategies
- Providing research and peer review for marketing tactics surrounding new and existing content
- Performing a regular audit of social media channels and content, and highlight areas of success and improvement
- Research of other competing nonprofits social media presence to identify what is working for them and to identify overall trends to enhance organic engagement
- Email series creation for upcoming campaigns, (EXAMPLE: Neediest Cases and Giving Tuesday)
- Supporting the efforts of our blog and additional copywriting and content efforts
- Support our 100 Year Team in strategic marketing and communications planning efforts for current and future planning initiatives

KEY RESPONSIBILITY AREA

Marketing / Communications / PR

Specific Duties:

- Content production & review
- Social media analysis, research, and scheduling
- Preliminary video and photo editing
- Other Duties as Assigned

EXPERIENCE (PREFERRED)

- Education: Working towards a B.S., B.A. in marketing, communications, or other similar degree program. *Master's Degree preferred.*
- Experience: Entry-level
- Fundraising and non-profit team experience
- Strong administrative and organization skills
- Knowledge of techniques and practices for fundraising, marketing, and management, experience training and public relations and broad experience working in the community with volunteers

- Understands design fundamentals and is comfortable using design tools such as Canva.
- Self-starter with good interpersonal and proven communication skills, including writing
- Excellent presentation skills
- Experience in analyzing and understanding statistical and financial reports
- Extremely motivated, flexible and must have a team-first attitude and approach
- Strong Microsoft Office skills, Adobe Creative Cloud is a plus

CORE COMPETENCIES REQUIRED

Core Competencies for ALL STAFF:

- **Mission-Focused:** Catalyze others' commitment to mission and to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results-Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

If you are interested in applying for this position, please submit your cover letter and resume to tammymccallie@uwchatt.org.

United Way of Greater Chattanooga is committed to equal opportunity employment by affirming the value of diversity and by promoting an environment free from discrimination. UWGC encourages people of diverse backgrounds and experiences to apply for this position.