



We are seeking an intern! This is a paid position for 10-15 hours per week.

Position Title:	Marketing Intern - Paid	Hours & Wages:	Up to 15 hours/week \$15 per hour
Reports to:	President/CEO	Duration:	Spring or Summer Semester

About United Way of Yellowstone County (UWYC)

United Way fights for the health, education, and financial stability of every person in every community. We specialize in forming community-led solutions to the community’s toughest problems. Learn more at www.uwyellowstone.org

- Our Mission: To improve lives by mobilizing the caring power of the community.
- Our Vision: United Way of Yellowstone County is the primary community-building organization in South Central Montana. We provide leadership to effectively mobilize people and financial and strategic resources to improve people's lives. We identify and address the community's priority needs and provide solutions that achieve measurable results and sustained community change.
- Our Values: Service-Oriented, Transparency, Integrity, and Respect.

Intern Experience at UWYC

Interns at UWYC gain valuable learning and working experience at a leading nonprofit organization. Our goal is to make every intern who works with us feel included, valuable, and productive. In addition to the hands-on experience you’ll receive, you will be provided with professional development opportunities, mentorship, cross-department projects, volunteer events, and more.

The internship opportunities are open to current students. The intern is expected to demonstrate a keen interest in nonprofits, as well as interest in marketing and/or communications.

Position Summary

This internship offers students an opportunity to gain valuable work experience while positively impacting the community. The Marketing Intern contributes to the achievement of United Way of Yellowstone County’s mission and vision by implementing communication and marketing strategies to enhance the United Way brand, providing input for creative deliverables, following an integrated marketing plan, collaborating with staff to ensure consistent messaging and uniformity of presentation, and measuring results.

Students interested in writing, social media, graphic design, video, and photography can use their experience at United Way of Yellowstone County to build their professional portfolios. Those interested in social media can gain experience in targeting, pre-planned messaging, management of editorial calendars, and much more.

Key Responsibilities and Learning Objectives

1. Website Content Management
 - a. Update the website with news and events and write articles.
 - i. Writing includes biographies, articles on events, and editorial features that focus on UWYC programs.
- ✓ *Gain experience in content management systems, time management, and editorial composition.*

2. Social Media



a. Manage UWYC's weekly social media schedule-- updating Facebook, Instagram, and YouTube with news and events as well as photo and video assets as appropriate for each platform.

✓ *Gain valuable public relations skills, learn how to create a social media presence, practice using social media schedulers, as well as manage content creation.*

3. Video

a. Create programmatic, topical and Annual Campaign promotional videos.

✓ *This task offers excellent experience in video editing, production, and project management.*

4. Photography

a. Document program events, key happenings and creative content.

b. Edit and resize visual assets for use online and in print.

✓ *The position offers the opportunity to hone photography skills, build a portfolio, and work with photographs in a number of different mediums and editing programs.*

5. Graphic Design

a. Create, edit, and disseminate both print and online promotional materials.

✓ *Build a design portfolio, sharpen your graphic design skills, develop project management skills, create relationships with vendors and gain experience in broader brand management.*

Education

High School Diploma, or equivalent.

Enrolled in and on track to graduate from a four-year college or university with a degree in marketing, communications, consumer psychology, or a related discipline.

Knowledge & Skills

Strong oral and written communication. Proficient in Microsoft Office (Access, Excel, Word, PowerPoint, and Outlook) and Adobe Suite products. Experience with social media platforms and website content management systems. Ability to work independently and within a team environment. Strong interpersonal skills. Ability to work in a fast-paced environment and juggle multiple priorities.

Physical Demands

The physical demands of the position are representative of those an employee encounters while performing essential functions of the job. Interns should expect to sit or stand in front of a computer, use of computer keyboard, ten-key and multiline phone. General movement around the office for communicating with others, using the copier and filing. UWYC may make accommodations for those with disabilities to perform the essential functions of the job. The noise level in the work environment is usually moderate.

Equal Employment Opportunity Statement

United Way of Yellowstone County values diversity in the workplace and among our agencies and clients. We provide equal opportunity for employment and promotion to all qualified employees and interns on the basis of experience, training, education, and ability to do the available work without regard to race, religion, color, age, sex/gender, sexual orientation, national origin, gender identity or expression, disability, marital status, veteran status, genetic information, ancestry or any other status protected.

For consideration, please send your resume and cover letter to unitedway@uwyellowstone.org