

Marketing & Media Intern Job Description

The Marketing & Media Intern assists Staff and the Marketing Committee to implement and manage all marketing, advertising, outreach and promotional activities of the Kishwaukee United Way (KUW). The purpose of these activities is to increase public awareness of the organization, increase interest and participation in its performances and services, and develop and nurture relationships with community members, schools, and organizations.

The duties of the Kishwaukee United Way (KUW) Marketing & Media Intern will include but are not limited to:

- Working with input from KUW staff and Marketing Committee, formulate and implement a detailed Marketing & Media Plan for the calendar year. This plan will include monthly goals related to number of postings/mailings and topics/tidbits to include.
- Marketing & Media Intern will be responsible for maintaining the information posted to our organization web site, Facebook page, and eLetters sent via Constant Contacts and maintaining email database of recipients.
 - Assist with aspects of e-newsletter dissemination, from soliciting articles, to creating format, editing, publishing
- Provide regular website maintenance or work closely with KUW staff and Marketing Committee to manage website, updating content on a regular basis to ensure all information is accurate, up-to-date and effectively communicated.
- Assist with public relations work including the writing, disseminating, and following up on press releases, establishing contacts at local media outlets & interacting with media and public to promote events or activities.
- With Executive Director and Marketing Committee, write and/or edit copy and proofread all materials intended for public distribution.
- Respond to community and press inquiries through email, phone conversations, and in writing.
- Work with design concepts for and layout of graphic design for marketing materials, including annual report, newsletters, invitations, programs, flyers, brochures.
- Assist in the evaluation of marketing campaign success.
- As required, work with the Volunteer Intern to contact and schedule volunteers to participate in local business agency/volunteer fairs and employee campaign kick-off meetings.
- Research and recommend community outreach activities in DeKalb County to ensure KUW's participation in community events.
- Work with KUW staff on frequent basis to determine if & when any events worthy of videotaping are occurring. Then attend these events to videotape and then upload to web site and/or Facebook via our YouTube account.
- Explore new technology marketing options, and upon consultation with Executive Director, provide follow-through on new initiatives.
- Assist in archiving public relations materials (press clipping, press releases, etc.) for historical and record keeping purposes.
- Be able to work flexible hours, often not during regular business hours, as needed.

The Marketing Intern will be creative, have strong leadership skills, excellent communication & writing skills, good computer skills and proficient internet skills as well as possess initiative, great collaborative and management skills, and the ability to work well as part of a team and independently.