



## Tyson Internship Description

<b>Position Title</b>	<b>Marketing/Communications Program Intern</b>
<b>Organization</b>	Westark Area Council
<b>Department</b>	Field Staff
<b>Address</b>	1401 old greenwood rd, Ft. Smith AR
<b>Supervisor Name</b>	Brittany Fraser
<b>Supervisor Contact</b>	<a href="mailto:Brittany.Fraser@scouting.org">Brittany.Fraser@scouting.org</a>

### TERMS OF EMPLOYMENT

- A. BACKGROUND CHECKS:** This position requires the following background checks.
- This position must be held by someone who can pass a background check and take youth protection, ensuring that the intern can safely serve in our youth organization.
- B. ELIGIBILITY**
- 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.
  - Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way.
  - Intern must take youth protection training and create a Scouting profile in Scouting.org to have on file and comply with youth protection guidelines.
- C. WORK SCHEDULE & CONDITIONS**
- This is a full time (35 hours per week) position.
  - This position is not eligible for sick, vacation, and holiday leave during employment.
  - This position is flexible in that you can work remotely and meet in person or by zoom.
  - SALARY. The individual shall receive a \$4,200 salary distributed during normal pay cycles for the duration of employment.
  - PROFESSIONAL DEVELOPMENT. The United Way of Fort Smith Area will provide interns an in-person orientation and two professional development opportunities. Interns will be mentored and taught how to best serve a non-profit financially, expanding networks and how to improve programing for our youth in Scouting.
  - Applicants will be given opportunities to see how Marketing, Communication and Community engagement can be essential to an organization's growth in membership, financially as well as widen the volunteer base.
- D. EVALUATIONS**
- 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.

### Position Purpose



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- a. Marketing/Communications Program internship.  
Intern’s key focus is to assist in building a communications plan as well as social media campaign to increase Westark Area Councils visibility in the communities it serves via internal and external communication contacts.
- b. Assist in building contacts with local media; news, newspaper, community social media pages to help disseminate information to promote Westark Area Council.
- c. Assist in maintaining and improving website.
- d. Work with volunteers and staff to improve and streamline website features and communication to increase communications and leverage our brand externally for increased membership and community awareness.

### Qualifications

- a. To best serve this internship marketing, social media, and website experience would be helpful to the mission of building and streamlining communications operations.

### Learning Objectives

#### A. Career development

- a. Learning what it takes to operate a youth serving non-profit that is run by volunteers, and professionally driven teaches techniques to professionals that increases productivity, organization and education skills. Intern will attend weekly/biweekly mentoring sessions with Assistant Scout Executive, Executive Director, local Executive or Development Director to learn more about how to serve local communities through service and education.

#### B. Skill Development

- a. Skills that will be practiced is social media and external media campaigns to build awareness of our non-profit. These practices will increase community engagement, written and oral skills, leadership skills and youth program knowledge and execution.

#### C. Personal Growth and Development

- a. This opportunity will increase organization, time management, media skills, critical thinking and non-profit resource practices such as program, funding, recruitment, and marketing.

#### D. Duties and Community Impact

- a. Mentorship with Executives weekly.
- b. Developing and executing a marketing plan to benefit our Scouting program.
- c. Creating new contacts in media and incorporating them in our plan to create positive stories and opportunities in local communities promoting Scouting.

### SIGNATURE (this will be signed at the point of employment with the student)

<b>Employee Name</b>	<b>Supervisor Name</b>
<b>Employee Signature</b>	<b>Supervisor Signature</b>



BOY SCOUTS OF AMERICA®  
WESTARK AREA COUNCIL

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Signature	Date
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