

<b>Position Title</b>	<b>Marketing/Public Relations Intern</b>
<b>Organization</b>	Community Services Clearinghouse
<b>Department</b>	Marketing
<b>Address</b>	P.O. Box 1522 Wheeler Ave, Fort Smith, AR 72902
<b>Supervisor Name</b>	Tami Kuhns/Aubry Severe
<b>Supervisor Contact</b>	479-782 5074 tami_kuhns.clearinghouse@yahoo.com/aubry.severe@csclearinghouse.org



## TERMS OF EMPLOYMENT

- A. BACKGROUND CHECKS:** This position requires the following background checks.
- This position does not require a background check outside of any requirements listed by Tyson Summer Community Internship Program.
- 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.
  - To read and follow all the agency's policy and procedures handbook.
- 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.
  - There could be occasions when physical labor is needed as part of the daily activities at the Clearinh
- D. SALARY & BENEFITS**
- 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.
  - The intern will be able to accompany the Marketing Director to fundraising meetings and event planning meetings. They will also attend board meetings, committee meetings, and see the process it takes to run a non-profit.
- E. 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.

## RESPONSIBILITIES

- A. POSITION PURPOSE**
- Reporting directly to the Director of Marketing(DM) this position will serve as a key leadership team member and an active participant in making strategic decisions affecting the Community Services Clearinghouse in all areas of Marketing and Social Media. In partnership with DM, this position is responsible for development and implementation as much as possible for social media which will include areas of public relations and marketing activities. This intern position will help forge new relationships to enhance the visibility and media presence of the Clearinghouse. The intern will design

and implement a comprehensive plan for developing key external media sites as their talents and knowledge will allow. They will participate in organizing fundraising events and secure sponsorships for the events. This is an excellent opportunity to participate at a high level and gain valuable experience while supporting the efforts of a local non profit in their pursuit of better media coverage and presence within the community.

## **B. DUTIES**

- a. Support and partner with the DM and ED on all initiatives.
- b. Collaborate with the DM and ED to develop and implement Clearinghouse strategies.
- c. Actively pursue, write and submit proposals on media coverage.
- d. Develop and implement a program that cultivates an improved community awareness.
- e. Monitor and report regularly on the progress of their projects.
- f. Participate in staff meetings as a full member of the team.
- g. Assist the DM and ED with dialog for public appearances as skillset allows.
- h. Participate in community events to gain experience and knowledge of local media.
- i. Participate in organizing fundraising events and secure sponsorships for the events.
- j. Desired: Able to assist the Clearinghouse with web page, Facebook, twitter, Instagram, ect.
- k. Desired: Assist with website improvements if experience allows.
- l. Other duties as assigned by the DM as defined by the Director's that are within the abilities of the intern while allowing for growth of the intern.

## **C. COMMUNITY IMPACT**

- a. The work they will be doing in marketing will aide in us raising funds and food to help feed families and school age children who are effected by food insecurity in our 7 county area.

## **QUALIFICATIONS**

- a. Doing college level work in pursuit of a degree in Public Relations, Marketing, Social Media or a related field.
- b. Good communication skills, both written and oral. Attention to details.
- c. Strong organizational skills and time management skills.
- d. Flexible and adaptable style; a person who can positively impact both strategic and tactical initiatives.
- e. Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside of the Clearinghouse.
- f. High energy and passion for the Clearinghouse mission is essential.
- g. Ability to construct, articulate, and implement approved plans.
- h. A positive attitude with Clearinghouse staff and volunteers.
- i. Maintain compliance within the parameters of the Employee Manual.

## **LEARNING OBJECTIVES**

### **A. CAREER DEVELOPMENT**

- a. Working experience, knowledge, and understanding of nonprofit management, marketing, community engagement and involvement, along with the skills and knowledge they gained from the classroom will make them more prepared for a professional environment after graduation.

### **B. SKILL DEVELOPMENT**

- a. Social media, marketing, and nonprofit management we also work to develop people skills and how to meet and talk to clients and sponsors.

### **C. PERSONAL GROWTH AND DEVELOPMENT**

- a. This employment opportunity could improve the personal growth of the student by increasing confidence, self-esteem, critical thinking, job skills, people skills and responsibility.

**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>
<b>Signature Date</b>	<b>Signature Date</b>