



Position Title	Marketing and Communications Manager
Organization	Lincoln Childcare Center
Department	Early Childhood Education
Address	1415 North 9 th Street
Supervisor Name	LaKeisha Stinyard
Supervisor Contact	479-782-4997 lincolnchild2@aol.com

TERMS OF EMPLOYMENT

- A. BACKGROUND CHECKS:** This position requires the following background checks.
 - a. Child Maltreatment, State Police Criminal Background and FBI Fingerprinting are required background checks.
- B. ELIGIBILITY**
 - a. 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.
 - b. Submit written enrollment verification from their college or university confirming the student’s enrollment status to United Way.
 - c. (May include but not limited to the following) Preferably – experience in videography
 - d. Must be computer literate (working knowledge of word processing, PowerPoint, Excel)
 - e. Understanding of the basic principles of public relations and/or marketing
 - f. Possess excellent written and oral communication and interpersonal skills
 - g. Commitment to the continuous improvement of service quality and the organization’s mission
- C. WORK SCHEDULE & CONDITIONS**
 - a. This is a full time (35 hours per week) position.
 - b. This position is not eligible for sick, vacation, and holiday leave during employment.
 - c. Maintain emotional control under stress.
 - d. Must have the ability to be flexible in hours as some may be evenings or weekends.
 - e. May be required to physically lift or move equipment weighing up to 50 lbs.
 - f. Ability to endure prolonged standing, walking, sitting, kneeling, occasional reaching above the head or shoulders, bending, squatting.
 - g. Must have reliable transportation.
 - h. Remote work **ONLY** if the center must close on the day you are required to work.

D. SALARY & BENEFITS

- a. SALARY. The individual shall receive a \$4,200 salary distributed during normal pay cycles for the duration of employment.
- b. PROFESSIONAL DEVELOPMENT. The United Way of Fort Smith Area will provide interns an in-person orientation and two professional development opportunities.
- c. Lincoln Childcare will provide additional Professional Development for the intern that includes orientation with the Executive Director, Early Childhood Education workshops with the Professional Development Registry, as well as meetings with board members and volunteers.

E. EVALUATIONS

- a. 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

- a. The main purpose of this internship is to increase the community's awareness of Lincoln Childcare Center through media. Which in return, will create more face-to-face relationships. This is critical and beneficial to the future of Lincoln. Marketing through media will help to build community fundraiser activities and network which is vital to the sustainability as a non-profit organization.

B. DUTIES

- a. To work with the Executive Director on marketing strategies including social media and face-to-face interactions that promote community awareness.
- b. Create a short video telling the story of our center highlighting staff, families, and educational opportunities as well as center needs.
- c. Planning, organizing, and participating in a fundraising activity.

C. COMMUNITY IMPACT

- a. Lincoln Childcare Center serves over 100 children and families. The family's average household income is \$17,500. Lincoln Childcare along with fundraising, and other partnerships help make it all possible for families to afford high quality childcare. In return, the families do not have to carry the burden of high childcare rates. But can go to work and rest assure that their child is in a loving, healthy, and safe environment. If not, parents would have to quit their jobs or drop out of school due to the high tuition. It is a known fact that children who spend an average of 11,500 hours in early childcare will gain knowledge and skills which can help them to have future success. Therefore, allowing them the opportunity to break the cycle of poverty and become active participants in the community.

QUALIFICATIONS

- A. Creative thinking
- B. Social media experience
- C. Good communications skills both written and oral
- D. Video skills
- E. Time management skills
- F. Positive attitude
- G. Passion for helping others

LEARNING OBJECTIVES

A. CAREER DEVELOPMENT

- a. Working experience, knowledge and understanding of nonprofit managing, marketing, community engagement and involvement, videography, and communication skills.

B. SKILL DEVELOPMENT

- a. The intern will develop time management, written and oral communication, networking, community engagement, and technology skills.

C. PERSONAL GROWTH AND DEVELOPMENT

- a. This employment opportunity could improve the self-confidence, creativity, and critical thinking skills as well as awareness the needs of the families in the community.

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

Employee Name	Supervisor Name
Employee Signature	Supervisor Signature
Signature Date	Signature Date