

EIN: 82-5248198

PO Box 11828 Fort Smith, AR 72917

Phone: 479-970-8351

Email: [manesandmiracles1@gmail.com](mailto:manesandmiracles1@gmail.com)

Website: [www.manesandmiracles.org](http://www.manesandmiracles.org)

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Position Title Social Media Marketing & Communications Intern

Organization Manes & Miracles at Chaffee Crossing

Department Development

Address P.O. Box 11828 Fort Smith, AR 72917

Supervisor Name Amber Herndon / Jodi Kusturin

Supervisor Contact [manesandmiracles1@gmail.com](mailto:manesandmiracles1@gmail.com)

## TERMS OF EMPLOYMENT

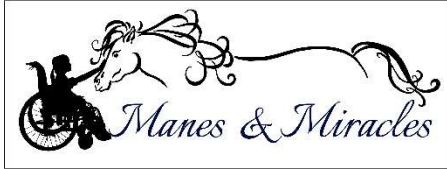
A. BACKGROUND CHECKS: This position does not require a background checks unless requested by Tyson.

### B. ELIGIBILITY

a. 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. Legally eligible for employment in the United States.



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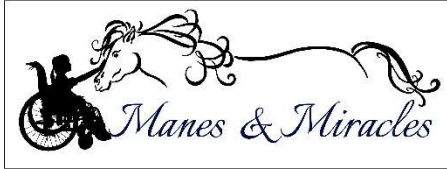
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## C. WORK SCHEDULE & CONDITIONS

- a. This is a seasonal full time (35 hours per week) position from June 6 until July 29, 2022.
- b. This position is not eligible for sick, vacation, and holiday leave during employment.
- c. Must have reliable transportation. Due to the nature of the job, the intern may be asked to work flexible hours or to work remotely, primarily Monday through Friday.

## 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. In addition, Manes and Miracles will offer the following professional development opportunities:
  - 1) Weekly meetings with the Development Director
  - 2) Weekly meetings with the Executive Director
  - 3) Attendance at committee meetings that includes volunteers, staff and board members to assist in planning a local fundraising event.



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## 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.

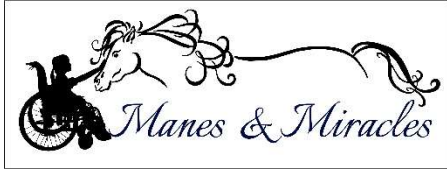
## RESPONSIBILITIES

### A. POSITION PURPOSE

a. The primary purpose of this internship is to increase the agency's social media presence and community awareness via Facebook and Instagram platforms and creating a social media marketing calendar and content through December 31, 2022. Considering Manes & Miracles is a relatively new organization, boosting awareness of the valuable services offered is of utmost importance.

b. Another purpose of this internship is to create a short video and photograph catalog telling the story of Manes and Miracles. This will include footage with therapists, staff, board members, parents and patients. These tools will be an immense asset for ongoing promotional materials and presentations throughout 2023 and beyond. The special needs community and Veterans will benefit from the exposure to potential financial supporters which will increase the amount of patients Manes and Miracles can serve.

c. The final purpose of this internship is to assist in the planning of a local fundraising event fall 2022. This event is very important to Manes and Miracles as it is one of two major fundraisers held per year benefitting our agency. Not only does it benefit Manes and Miracles with financial support, it also grows



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awareness of our agency. The success of this fundraiser is a stepping stone toward building a new facility for therapy sessions in a covered area.

## B. DUTIES

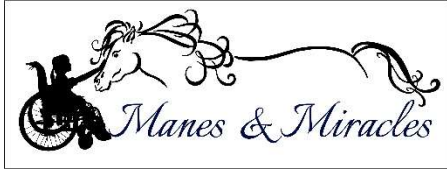
a. The intern will work with the Development Director to establish a six-month social media marketing calendar and content for Manes & Miracles through 2022. Under the supervision of the Development Director, this duty will include creating and scheduling social media posts on Facebook and Instagram.

b. The intern will create a short video and photograph catalog telling the story of Manes and Miracles highlighting the therapists, staff, volunteers, board members, parents and patients. Under supervision of the Executive Director and Development Director, the intern will attend the therapy facility to obtain footage for this project.

c. The intern will assist in the planning of a local fundraising event to be held in fall of 2022. The intern will attend committee planning meetings and have interaction with volunteers, staff and board members. This duty will intermingle with creating social media posts with upcoming fundraiser content.

## COMMUNITY IMPACT

Currently, Manes & Miracles serves forty patients with equine-assisted therapy. We have more people that need our services than we have space and resources to accommodate. Unfortunately there is a wait list, and it grows longer every day. There are hundreds of regional children with special needs and



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Veterans that would greatly benefit from what our agency offers. Most of the patients receiving equine-therapy outside of Manes and Miracles travel over an hour for a session, showing a true need in our area. We are striving to build a larger facility that will allow more room for patients and horses. We are also looking forward to obtaining greater community awareness of Manes & Miracles. The social media marketing, photo catalog and video provided by the intern will help boost community awareness and possibly attract potential sponsors. Additionally, with assistance from the intern, the planning process of our fall fundraiser will have a positive impact on our budget and our goals for expansion.

## QUALIFICATIONS

- A. A successful candidate for this position will possess these qualities:
- a. Creative thinking
  - b. Simple graphics design for social media posts
  - c. Strong writing, editing and proofreading skills
  - d. Strong utilization of social media sites such as Facebook and Instagram
  - e. Ability to work independently
  - f. Team player
  - g. Detail oriented
  - h. Problem solving skills
  - i. Video and photograph editing skills



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## LEARNING OBJECTIVES

### A. CAREER DEVELOPMENT

Increased understanding of nonprofit sector, writing, social media marketing, photography and videography, community engagement and communication.

### B. SKILL DEVELOPMENT

Skills the intern will have the opportunity to develop are time management, marketing and communications, graphic design, writing, proofreading, networking and community engagement.

### C. PERSONAL GROWTH AND DEVELOPMENT

Employment at Manes and Miracles could increase the intern's self-confidence, critical thinking, creativity, and awareness of children with special needs.

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

Employee Name

Supervisor Name

Employee Signature

Signature Date

Supervisor Signature

Signature Date