

<b>Position Title</b>	<b>Social Media/Marketing Intern</b>
<b>Organization</b>	Morgan Nick Foundation
<b>Department</b>	Marketing
<b>Address</b>	PO Box 1033 1423 Hwy 71 N., Alma, AR 72921 US
<b>Supervisor Name</b>	Colleen Nick
<b>Supervisor Contact</b>	<a href="tel:479-632-6382">479-632-6382</a> / <a href="mailto:colleen@morgannick.com">colleen@morgannick.com</a>

## TERMS OF EMPLOYMENT

- A. BACKGROUND CHECKS:** This position requires the following background checks.
- a. Background checks are not required for temporary employees whose position does not work directly with children/families
- 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 of Fort Smith Area.
- C. WORK SCHEDULE & CONDITIONS**
- a. This is a temporary, full time (35 hours per week) position.
  - b. This position is not eligible for sick, vacation, and holiday leave during employment.
  - c. Must be proficient in power point, publisher, and social media usage. Previous photo shop experience helpful. Some travel with other staff may be involved. Hours are 8-4 M-F.
- 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. Attend Missing Persons Day with the Attorney General
  - d. Attend Prevention Education Seminar
- 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. Creating enhanced visibility for the Morgan Nick Foundation through intense social media outreach.
    1. Informing schools, law enforcement, and communities across the state about critical prevention education available at no cost.
    2. Highlight services to families of missing children and adults
    3. Outcome of increased reporting of missing adults to the Foundation, as communities become more aware of the intervention services provided families.
    4. This project will encompass the state of Arkansas, serving children, adults, families, schools, communities, at risk persons, and law enforcement. Families and victims will include but are not limited to those who fall under the radar due to ethnic background, language barrier, sexual preference, or socioeconomic challenges.
- B. DUTIES**

- a. Build brand awareness through various media outlets
- b. Plan awareness and advertising campaigns
- c. Coordinate social media postings, highlighting education and intervention
- d. Assist in brainstorming and gathering social media content
- e. Support the Foundation team in daily administrative duties
- f. Assist in taking photos and video of people, communities and company events
- g. Proofing and writing of blogs and other creative content

**C. Create mini videos using a smartphone**

- a. Create a 6-month social media calendar and content for posts
- b. Create social media strategies/template for families of missing persons

**D. COMMUNITY IMPACT**

- a. Deterrent to future victimization of children and adults becoming missing and/or sex trafficked.

**QUALIFICATIONS**

- A. Must be proficient in power point, publisher, and social media usage. Previous photo shop experience helpful.
- B. Strong initiative to take on brand new projects
- C. Comfortable leading a project
- D. Excellent organizational, relational and communication skills
- E. Ability to work with many different professions
- F. Excel at working both independently and as part of a team of other professionals
- G. Previous experience in the field of child welfare preferred
- H. Must have a flexible nature
- I. Outgoing, dynamic, positive nature

**LEARNING OBJECTIVES**

**A. CAREER DEVELOPMENT**

- a. Gain working knowledge and understanding of nonprofit management
- b. Hone valuable marketing skills through the creation of a heightened social media platform

**B. SKILL DEVELOPMENT**

- a. Project management
- b. Time management

**C. PERSONAL GROWTH AND DEVELOPMENT**

- a. Increased confidence
- b. Self-esteem
- c. Critical thinking

**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>