

# United Way of Larimer County

## Marketing & Engagement Internship

2019 Winter / Spring Semester Position

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United Way of Larimer County tackles issues that mean the most to our community and uses a collaborative approach to accomplish more together. We provide opportunities for businesses, individuals and organizations to be involved in strengthening Larimer County. We hope that you'll join us and be part of the change.

### About the Internship

United Way of Larimer County is now accepting applications for 2019 winter / spring semester internship to support marketing, volunteer engagement, event planning and communications efforts in the Marketing & Engagement Department. This internship will provide valuable career experience while making a difference in the local community.

### Essential Job Functions

- Promote United Way's vision and mission in the community, conducting outreach efforts to spread awareness and increase donor and volunteer engagement
- Assist in storytelling activities about United Way, including conducting informational interviews, writing blog posts and newsletter articles, creating social media content, etc.
- Facilitate the promotion and distribution of Service-to-Go project items
- Manage creation / compilation of Volunteer Resource Guide
- Support staff with event planning and preparation, especially in conjunction with National Volunteer Month
- Assist staff with various administrative and clerical tasks
- Work in a customer relationship management database

### Other Job Functions

- Maintain excellent communication with all staff
- Attend and participate in Marketing & Engagement team events and meetings as well as United Way of Larimer County all-staff meetings and activities
- Maintain a regular, yet flexible, schedule
- Other duties as assigned

### Potential Experience / Opportunities to Gain

- Work independently with freedom to be creative with the opportunity to craft your internship experience to meet your interests wherever possible
- Practice and improve journalistic writing skills
- Learn to work with a database and email marketing tools
- Meet and network with businesses and non-profits in Larimer County
- Practice and gain new interpersonal skills
- Improve clerical and administrative skills
- Learn about non-profit management
- Gain perspective on benefits of charitable giving
- Add experience with a reputable leader in the nonprofit community on a national level to your resume

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## Skills and Specifications

- Strong written and verbal communications skills
- Dynamic, energetic and driven personality
- Strong leadership skills with an aptitude for resourcefulness
- Organizational skills, attention to detail, and analytic and strategic thinking
- Solid interpersonal skills as well as the ability to work independently, as part of a team and in a flexible environment
- Volunteer management experience
- Capability to prioritize and manage a multitude of tasks
- A self-starter who takes initiative

## Position

- 2019 Winter / Spring semester commitment
- 15 hours a week during business hours. Hours are flexible around school schedule
- Credit or non-credit (if doing for credit follow your student internship packet guidelines and policies)
- Position is contingent upon successful background check
- Must have own reliable transportation, valid driver's license and proof of insurance. Mileage reimbursement is provided
- Stipend available, if applicable

## To Apply

Email your resume and cover letter including why you want to work with United Way of Larimer County to Brittany Zink, Marketing Manager, at [bzink@uwaylc.org](mailto:bzink@uwaylc.org).