

UNITED WAY OF CHAMPAIGN COUNTY

MARKETING & COMMUNICATIONS INTERNSHIP

The goal of a nonprofit organization's Marketing & Communications team is to build and steward trust by effectively communicating the story of the organization's positive impact to supporters, stakeholders, and the broader community.

United Way of Champaign County seeks a Marketing & Communications intern. The ideal candidate is curious about current and future communications trends, has excellent English writing skills, is a problem-solver, wants to gain in-office work experience, and is interested in making a difference through their internship experience.

Internship Tasks

The Marketing & Communications intern will work alongside United Way staff to help execute and enhance the organization's multi-channel communication plan. Tasks may include:

- Writing or editing content for the organization's website, blog post or social media
- Adding planned content to social media scheduling platform and email marketing software
- Proofreading documents and presentations
- Creating graphics or videos
- Attending events and taking photos
- Evaluating existing plans for growth opportunities and proposing new ideas

Learning Outcomes

The Marketing & Communications intern will gain valuable experience working in a collaborative office environment. The intern will learn:

- How to effectively communicate a nonprofit's positive impact through digital and print media
- How to build and execute a communication plan for a segmented group of supporters
- How to develop a strong story – the intern will be part of multiple storytelling processes from idea through to the final product
- How to work within a strong Brand Identity system
- How to tailor communications for varied audiences and platforms
- How to use Microsoft Office tools for inter-office communication

The number of hours for this internship can vary based on the intern's availability and college/University requirements. Previous internships have been between 10 and 20 hours a week. We are pleased to adapt this internship as needed for the student to receive college credit.

This is an unpaid internship. Tasks will be performed at the United Way of Champaign County office in Savoy, IL.

Contact Mary Noel Stefan for more information about this internship.

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