

United Way

Student Intern - Marketing Communications

Job Description

United Way of the Bluegrass advances the common good by focusing on education, income and health in nine Central Kentucky counties. The Marketing Intern will assist the marketing department in all aspects of marketing/public relations, publication development, communications and special events. Additionally, the Intern may be assigned special projects and may be asked to assist other staff with special projects.

Typical duties of the Marketing Intern will include, but not be limited to:

- Writing copy/stories for the United Way newsletter or website
- Researching, organizing information for use in marketing projects
- Completing miscellaneous layout and design projects
- Updating media contact lists
- Drafting news/media releases
- Executing assigned aspects of special events
- Attending Central Kentucky United Way workplace campaign events
- Assisting United Way funded agencies/programs as needed with various projects

Qualifications:

The United Way Marketing Intern will be expected to possess the following qualifications:

- Excellent interpersonal skills
- Ability to work well within a team environment or independently
- Initiative to problem solve if necessary
- Responsibility to complete projects by a pre-determined deadline
- Strong creative skills
- Ability to be flexible and work on multiple projects simultaneously
- Excellent writing skills
- Working knowledge of Photoshop; knowledge of desktop layout programs a plus
- Adherence to confidentiality policies associated with United Way, its clients and donors

The student intern is supervised per the specifications of the student's university or college internship/practice program, and is responsible for all related paperwork. The intern will be reimbursed for any travel mileage or miscellaneous expenses incurred while working. The intern is responsible for all insurance associated with travel/driving. The internship is a non-paid work experience.

United Way of the Bluegrass
Marketing Internship
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