

Marketing and Communications Internship at United Way of Greater Greensboro

NAME OF INTERNSHIP PROJECT: Storyteller Communications Internship

PURPOSE: Learn about United Way of Greater Greensboro, nonprofit marketing and communications and what it takes to tell the story of our work

SUPERVISOR: Michael Cottingham, Vice President, Marketing and Communications

COMPENSATION: \$15/hour

TIMEFRAME: May 16 – July 22, 2022

SCHEDULE: 15 hours per week

LOCATION: Remote, with possible limited socially distanced in-office check ins or meetings

ACTIVITIES INCLUDE:

- Reviewing submitted United Way strategic partner materials
- Working with Marketing & Communications department staff to select organizations and programs
- Scheduling and conducting interviews with selected organizations and recipients of services
- Writing feature stories based on interviews that create an emotional connection and tie back to our work to end poverty in Greensboro
- Submitting weekly progress reports to supervisor
- Developing a final presentation for staff on insights and accomplishments of the internship

DELIVERABLES INCLUDE:

- Weekly Progress Reports (listing accomplishments and progress toward goals)
- At least 6 written feature stories
- Feedback to UWGG on internship experience

MAJORS SEEKING: Journalism, Communications, Marketing

Will consider others in social/human sciences

REQUIRED QUALIFICATIONS:

- Strong writing and listening skills, open mind, desire to make a social impact, intellectual curiosity, ability to update and analyze social media platforms, photography and video skills, proficiency in Adobe suite software and Microsoft Office, Internet research skills

Work Authorization: Our organization will consider hiring interns with the following work authorization:

- U.S. Citizen or permanent resident
- International student legally authorized to work on a F1 Visa - we are open to international students as long as you already have your visa because we wouldn't be able to sponsor you
- International student legally authorized to work on a J1 Visa - we are open to international students as long as you already have your visa because we wouldn't be able to sponsor you

PREFERRED QUALIFICATIONS:

- Interviewing skills, experience interacting with people in need, ability to put people at ease, ability to prioritize multiple demands

WORK ENVIRONMENT:

- Colleagues here share a passion for service and solving social problems, and we all pitch in when things need to get done. Our flexible, creative, supportive, and inclusive atmosphere helps offset the high deadline pressure.
- Following CDC guidelines and current UWGG policies, this internship will be remote. The storyteller intern will need reliable internet access and the ability to use Zoom to conduct interviews.

TRANSPORTATION REQUIREMENTS:

- Intern is responsible for transportation to the office: 1500 Yanceyville St, Greensboro, NC 27405 as needed.

TECHNOLOGY REQUIREMENTS:

- Intern is responsible for providing their own laptop or desktop computer. Intern must have reliable an internet connection and the ability to use Microsoft Word and Zoom.

APPLICATION REQUIREMENTS:

- Resume, cover letter, and writing sample emailed by May 6, 2022, to:
Michael Cottingham
Vice President, Marketing and Communications
United Way of Greater Greensboro
Michael.cottingham@unitedwaygso.org