



Summer 2023 Marketing Intern Job Description

*Applicants can complete internship for SDSU credit

Job Title:

Community Impact Intern

Position Location:

908 Hope Drive, SD 57006

Hours of Internship:

Flexible/Dependent on applicant's requirements for internship fulfillment.

Supervisor:

Heidi Gullickson, Executive Director |605-692-4979 | uw@brookingsunitedway.org |
Brookingsunitedway.org

Job Description:

The Brookings Area United Way is the leading nonprofit community organization. United Way advances the common good by creating opportunities for a better life for all. Our focus is on education, income, and health – the building blocks for a good quality life. Brookings Area United Way conducts a community wide fundraising campaign each year. These funds are allocated to 35+ nonprofit agencies to further our mission of fighting for the health, education, and financial stability of every resident in Brookings County.

Job Duties include but not limited to:

- Assist in coordination of internally run programs such as Dolly Parton Imagination Library, SingleCare Prescription Discount Program and Delta Dental Mobile Program. This includes all forms of communication such as: website, social media, newsletter. Increase awareness of programs.
- Represent Brookings Area United Way at various summer fairs and events, including but not limited to: Brookings Downtown Crazy Days, and the Farmer's Market, which would include weekend hours. This would involve coordination with United Way Funded Partners, booth planning, and day-of duties.
- Business Partnerships: Creating relationships with small businesses and local groups to coordinate fundraisers for United Way programming such as Dine United and Radio Auction
- Develop materials for United Way annual fundraising campaign.
- Develop segment specific marketing to donors
- Develop marketing materials and articles for new nonprofit building that is being built.
- Assist in maintaining the Born Learning Trail (early learning sidewalk drawings & activities). This will include time outside, working with volunteers, and engaging with the public. Create marketing materials for public to increase awareness.
- Assist with our social media accounts and work with software like Canva, Microsoft Office, Instagram, & Facebook.
- Assist in updating documents.

If interested, please send a resume and cover letter by **February 11th** to uw@brookingsunitedway.org