



Summer 2025 Marketing Intern Job Description

*Applicants can complete internship for SDSU credit

Job Title:

Marketing Intern

Position Location:

908 Hope Drive Brookings, SD 57006

Hours of Internship:

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

Stipend Available

Supervisor:

Heidi Gullickson, Executive Director | 605-692-4979 | uw@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 healthy community, youth opportunity, financial security, and community resiliency – the building blocks for a good quality of 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: Downtown at Sundown, Brookings Downtown Crazy Days, and the Farmer's Market, which would include evening & 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.
- Develop materials for United Way annual fundraising campaign.
- Develop segment specific marketing to donors.
- Assist with our social media accounts and work with software like Canva, Microsoft Office, Instagram, & Facebook.
- Assist in updating past marketing documents.

If interested, please send a resume and cover letter by **February 14, 2025** to uw@brookingsunitedway.org