United Way of Lake County

**Position Title:** Marketing/Communications Intern

**Reports To:** Marketing/Communications Specialist & Special Events and Marketing Administrator

**Purpose of Position:**

The Marketing/Communications Intern will gain hands-on experience in a multi-faceted marketing department for a major nonprofit organization. He/she will assist in creating an integrated, strategic marketing and communications program including web content, print/broadcast/social media, print and electronic materials, donor communications, multimedia applications and special events. This is a non-paid internship. Hours can vary if they are during regular business hours of 8:30 a.m. to 5:00 p.m., Monday through Friday.

**Primary Responsibilities:**

- Assist in United Way’s social media platforms, including developing communications, updates, visuals as well as analyzing metrics, etc.
- Assist in producing print/multimedia for donors, staff, online community, etc.
- Help implement web strategies to increase web traffic, user interaction, enhance online engagement, check site for accuracy, timeliness, functionality, track and report on metrics.
- Assist in writing, editing and proofreading copy for marketing collateral materials, newsletters, web content, videos, media releases, event invitations and other materials as assigned.
- Assist with planning and execution of UWLC special events, support affinity groups and volunteer projects as needed.
- Assist with donor communications.
- Assist Resource Development staff in preparing materials and presentations.

**Knowledge and Experience Required:**

- Ability to multitask in a faced-past environment.
- Web design skills preferred.
- Experience with Adobe Creative Suite highly preferred.
- Working knowledge of Microsoft Word, Excel, PowerPoint and databases.
- Pursuing degree in marketing, public relations, advertising or related field.
- Excellent written and verbal communication skills.
- High degree of initiative and ability to work with enthusiasm and minimal direction.
- Organized, detail and deadline oriented.

Please submit resume to Robert Szarzynski at robert.szarzynski@uwlakeco.org or call 847-775-1024.