



Inland Empire United Way Communication Internship Description

ABOUT OUR ORGANIZATION: Inland Empire United Way (IEUW) is a nonprofit organization that works in partnership with local community leaders, businesses, government agencies, nonprofit organizations and individuals to build a stronger community. IEUW engages a caring community to respond to human need by helping disadvantaged kids succeed in school, providing easy access to health and social services, developing opportunities for volunteers to create positive change and strengthening financial stability opportunities for low-income families and individuals.

STATUS: Unpaid Intern, Volunteer, Part-Time (8 to 25 hours per week - time commitment may vary according to the intern's arrangement and request)

REPORTS TO: The Communication Intern reports to the Marketing Coordinator.

ACADEMIC CREDIT: If intern wishes to receive academic credit for the internship, it will be the intern's responsibility to make arrangements with his or her school. United Way will provide the necessary job description and performance review upon request.

POSITION SUMMARY: This internship will assist with communications efforts of Inland Empire United Way (including Marketing, Advertising and Public Relations). Dependent upon the internship duration, the intern will assist in various projects and events for any and/or all of the IEUW initiatives and the resource development department. The intern will have the opportunity to help design their work plan based on the outcomes they hope to achieve from this position.

Responsibilities may include:

- Writing PSAs, press releases, e-newsletters, communication plans and letters
- Developing flyers, forms, displays and PowerPoint presentations, etc.
- Designing ads, logos, brochures and other graphic design projects
- Updating, maintaining and improving the websites
- Contacting media professionals to initiate or follow-up with outreach attempts
- Assisting with photo and video opportunities
- Working with programs to develop story ideas for the media
- Maintaining files and prepare written recommendations for future projects
- Other projects within the realm of communications

SKILLS NEEDED:

- Must be a student seeking a college degree
- Excellent written, verbal and visual communication skills required
- Strong organizational and interpersonal skills a must
- Good organizational and time management skills
- Ability to manage multiple projects and meet deadlines
- Must be self sufficient, a self starter and ready to learn
- Willingness and ability to contact and work with members of the media
- Ability to think creatively and to share ideas

PHYSICAL REQUIREMENTS

This position requires sitting for extended periods of time while on the computer and telephone. The candidate also assists with the gathering of supplies for community events or presentations as well as creating displays and hanging signage.

WHAT YOU WILL GAIN:

- Solid communication experience
- The opportunity to custom-design your own internship to meet your individual academic and career needs
- Flexible hours where, with appropriate notice, the supervisor will work to schedule hours around exams and other deadlines
- The opportunity to interact with other professionals in the business, government, academic and nonprofit sectors
- A great professional recommendation for your valuable work
- Knowledge that you are making a difference in your community

Please send cover letter, resume and supplemental questions to: Jennifer Osborn at josborn@ieuw.org

SUPPLEMENTAL QUESTIONS:

1. What are your career and academic goals?
2. What do you expect out of an internship at United Way?
3. What special qualities do you feel you will bring to this internship?
4. What is the time frame (day/month to day/month) that you expect to serve, and what days and hours are you available to work?

Inland Empire United Way is an equal opportunity employer M/F/D/V; females and minorities are encouraged to apply. Background checks and drug tests are performed and job offers are contingent upon successful screening.