United Way of Pierce County
Social Media and Marketing–Intern

Supervisor: Maureen Faccia
Dates: Spring, (Summer, optional), and Autumn quarters
Duration: 10 Weeks (up to 15 hours per week)
Compensation: $12-18/hour, depending on qualifications

To Apply: Provide resume and cover letter (addressed to Maureen Faccia, Executive Vice President) describing personal goals and interest in this position with resume to Julia Smith (jbsmith@uw.edu) by March 11, 2013.

Purpose: Under leadership and day-to-day guidance of the Executive VP develops strategy for, and maintenance of, the social media communications for United Way of Pierce County (UWPC).

Selects and leverages appropriate social media vehicles to communicate the mission, vision and values, and events of the UWPC to internal and external audiences. Intern sought is high-energy and creative with a personal knowledge of leverage social media such as Facebook, Twitter and LinkedIn to achieve strong customer loyalty. (Currently UWPC has Facebook and Twitter presence).

Intern must embrace virtual communities, understands the culture and dynamics of these communities, and has a vision for expanding and engaging constituents. These efforts will ultimately bring the constituents and the community closer to the UWPC and our cause.

Qualifications: Pursuing Bachelors or Masters in Business, Interest in Understanding Non-Profit Business, Interest in Understanding Marketing

- Actively use social media in personal or work life
- Analytical skill set
- Creative thinking skills
- Demonstrate ability to effectively collaborate and work in teams
- Intermediate skill level with MS Word, Excel, PowerPoint
- Knowledge of Photoshop and/or Adobe Premier desirable

Personal Attributes

- Projects a poised and professional image.
- Is committed to contributing to the community.
- Is well organized, flexible and receptive to change.
- Pays attention to detail, accuracy and quality.
- Possesses a customer service orientation.
- Community organization experience is preferred, and positive relationships already developed in the Pierce County community are desirable.

Educational Benefits: Gain first-hand knowledge of current, local social issues and community needs. Enhanced writing skills, project management, social networking and general marketing communication skills. Establish valuable contacts in the nonprofit and business community.
Essential Job Functions:

SOCIAL MEDIA STRATEGY
- Identify social vehicles and match them with appropriate target audiences.
- Examine social vehicles used in philanthropic organizations across the nation and make note of best practices.
- Examine Marketing, Campaign, Impact Teams, and Volunteer Center marketing plans and understand how to best leverage social media to improve these efforts.
- Creatively think of “next practices” for how to grow constituents, and develop a solid plan and timeline for engaging them on the Impact areas and issues of importance to the constituents.

TARGETED COMMUNICATIONS
- Develop multi-media communication’s plan for targeted audiences
- Work with Graphic Designer to develop new materials as needed
- Regularly communicate, analyze data, and monitor success of the efforts
- Report back to the organization and Board

SPECIAL EVENTS
Support the Marketing, Volunteer, Project U, Youth United and Community Education and Resource Development teams to build effective in-person events, with the goal of maintaining those relationships through future virtual/social engagement. Respond to special requests as needed

United Way Hours of Operation: Monday through Friday, 8:30 a.m. to 5:00 p.m. Flexible schedules possible.