



## Heart of Missouri United Way Communications & Marketing Intern

**Position Description:** Heart of Missouri United Way has an exciting opportunity for a motivated student to assist with communications and marketing projects in support of our mission. The marketing and communications intern will assist with many projects including writing articles, designing content, and planning events.

**Primary responsibilities also include:**

- Writing articles, blogs, and press releases for Heart of Missouri United Way announcements, events, and initiatives
- Strategizing and implementing an online content plan for Heart of Missouri United Way
- Updating and creating new graphics for print and web platforms, including social media
- Event planning and promotion for local volunteer and fundraising events
- Assisting the Marketing and Communications department with related tasks as needed
- *Optional:* Assisting with event photography and subsequent media coverage

**Commitment:** The copywriting intern will work a flexible 10-hour in-person week. The position can be modified if needed to meet class credit criteria. The Heart of Missouri United Way's Chief Communications Office will supervise and evaluate the copywriting intern. **\*This internship is unpaid.**

**Qualifications:** The applicant should be a college student working on a degree in Communication, Journalism, Marketing, or a related field. Specific skills required include a strong work ethic, strong interpersonal skills, excellent verbal and written communication skills, strong organizational skills, and the ability to present work in a polished, timely, and professional manner.

The copywriting intern should also be able to adhere to an established schedule, meet deadlines, use common office programs including Microsoft Word, Excel, Publisher, and PowerPoint, and use e-mail and the Internet. Experience with AP style is preferred.

**To Apply:** Please email a cover letter and resume to:  
Alaina Leverenz, Chief Communications Officer  
[aleverenz@uwheartmo.org](mailto:aleverenz@uwheartmo.org)

105 EAST ASH STREET, STE 300  
COLUMBIA, MO 65203