



Heart of Missouri United Way

Marketing and Resource Development (Advocate) Intern

Position Description: Heart of Missouri United Way has an exciting opportunity for a motivated student to assist with marketing and resource development in support of our annual community campaign. The marketing and resource development intern will assist with various aspects related to the execution of our largest annual fundraising campaign, including event planning and execution, print and digital marketing initiatives, social media and graphic design, and donor stewardship in support of our mission. This intern position is referred to as an Advocate under our Heart of Missouri United Way Champions Program.

Primary responsibilities also include:

- Assisting with event promotion through online and print materials
- Event planning and promotion through traditional and new marketing channels, including social media
- Assisting with general photography and videotaping at various events
- Attending planning meetings and United Way events
- Researching and ordering items for United Way events
- Assisting the Heart of Missouri United Way Staff with related tasks as needed

Commitment: The Advocate will work a flexible 10-15 hour in-person week. The position can be modified if needed to meet class credit criteria. The Advocate will be supervised and evaluated by the Heart of Missouri United Way Workplace Fundraising Coordinator and will be compensated at \$15 per hour.

Qualifications: The applicant should be a college student interested in marketing, nonprofit leadership, media design, communications, public relations, 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 Advocate should also be able to adhere to an established schedule, meet deadlines, and use common office programs including Microsoft, Canva, and social media sites (Facebook, LinkedIn, Instagram).

To Apply: Please email a cover letter, resume, and work sample (optional) to:

Megan Pennington

Workplace Fundraising Coordinator

mpennington@uwheartmo.org