

**UNITED WAY OF THE MIDLANDS**

**POSITION DESCRIPTION**

**Position Title:** Graphic Design/Communications Intern

**Department:** Marketing/Communications

**Supervisor:** Joey Wallace, VP for Marketing & Communications

**Position Status:** Temporary (Summer or Fall 2021 semester), part-time, 15 hours/week

**Job Classification:** Non-exempt

*In compliance with the Fair Labor Standards Act, this position is classified as a non-exempt position and the employee is eligible for overtime pay for hours actually worked in excess of 40 in a given work week.*

**Position Summary**

Serve as support to the VP for Marketing & Communications with the opportunity to gain valuable knowledge and skills in graphic design, nonprofit marketing, communications, branding, special events, social media and public relations.

**Essential DUTIES & Responsibilities**

* Assist with development and editing of communication and marketing tools (i.e. flyers, posters, social media graphics, ads, signage, newsletters, website editing, etc.).
* Assist with the development and implementation of integrated marketing campaigns, including social media and photography.
* Assist with planning, organizing, and publicizing special events including, but not limited to, campaign functions, press conferences, leadership events and committee meetings.
* Research and develop community relations/fundraising projects.
* Serve as an ambassador of United Way, promoting and educating the community on United Way’s role as the leader in community impact.
* Provide creative and administrative support to the Marketing/Communications Department.
* Other various duties as needed.

**Qualifications: Experience, knowledge, Skills & Abilities**

**Required Qualifications**

* Degree-seeking candidate majoring in Visual Communications, Advertising and/or Marketing with a minimum 3.0 GPA.
* Proficient knowledge of Adobe Creative Suite, specifically InDesign, Illustrator and Photoshop.
* Must be able to interact with the public at all levels, clearly communicate orally and in writing, be able to organize, prioritize, follow directions and complete assigned tasks on time, be able to work independently, and possess an ability to work creatively and offer suggestions.
* Proficient in basic computer skills, including Word, PowerPoint and Excel.
* Ability to demonstrate initiative and willingness to acquire new skills.

**Preferred Qualifications**

* Photography skills with a DSLR camera
* Video editing skills (Premiere Pro)
* Knowledge of Canva
* Experience/coursework in public relations

**Additional Information**

Work schedule and hours are flexible and may include some before and after-hours meetings and events. Weekend events are rare but may occur during the semester.

**Please send all resumes to:**

**Joey Wallace**

**VP of Marketing and Communications**

**Jwallace@uway.org**