



United Way  
of Greater Toledo

## United Way of Greater Toledo JOB DESCRIPTION

<b><u>Position Title:</u></b>	Marketing Intern
<b><u>Department:</u></b>	MARKETING
<b><u>Location:</u></b>	TOLEDO OFFICE, HYBRID
<b><u>FLSA Job Status:</u></b>	PART TIME, NON-EXEMPT
<b><u>Salary Range:</u></b>	\$16.00/HR 8-10HR/Wk (12 Weeks)
<b><u>Organizational Relationships:</u></b>	
<b><u>Reports to:</u></b>	MANAGER, OUTREACH & ENGAGEMENT
<b><u>Supervises:</u></b>	None

### **STATEMENT OF THE INTERNSHIP:**

This internship would be best suited for a 3<sup>rd</sup> or 4<sup>th</sup> year college student looking to have a career in nonprofit marketing. The ideal candidate should have a willingness to learn, an ability to communicate effectively, be well-versed in the latest technology and a good understanding of basic marketing concepts.

### **ESSENTIAL FUNCTIONS:**

The Marketing Intern shall assist United Way of Greater Toledo (UWGT) by completing clerical and administrative duties and will create a marketing campaign with a focus on one specific UWGT program and present findings to Management team.

### ***Semester Project:***

The intern will be tasked with creating a multi-week marketing campaign around a specific area of UWGT's work (Affinity Groups, Impact/Data, etc.) The Manager of Outreach & Engagement will work with the intern to develop measurable goals for this project and ensure intern has all the tools needed to succeed. After the campaign's completion, the intern will present a summary of the results and give suggestions to UWGT Management Team.

### **QUALIFICATIONS AND EXPERIENCE:**

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g., CRM tools, Online analytics)
- At least 1 year of experience managing social media
- Passion for the marketing industry and its best practices
- Current enrollment in a related Bachelor's degree program
- Experience with graphic design using Canva

### **EXPECTED BENEFITS:**

- Gain first-hand knowledge of nonprofit work
- Provide opportunities to network with other established community professionals
- Gain professional skills that help intern throughout career
- Receive a mentor that will guide and help them succeed

**CORE COMPETENCIES** (Refer Core Competencies for Professional Staff for behavior indicators):

**Mission-Focused**

All United Way employees recognize that the organization's top priority is to create real social change that improves lives and changes community conditions. This drives their performance and motivations.

**Relationship-Oriented**

All United Way employees are responsible for cultivating and managing relationships, fostering an atmosphere of trust, while taking a collaborative approach to addressing issues.

**Results-Driven**

All United Way employees are accountable for achieving individual performance goals in support of organizational goals.

**Brand-Steward**

All United Way employees are stewards of the brand and understand their role in protecting the reputation of the organization.

**Continuous Learning**

All United Way employees demonstrate a desire to acquire knowledge, skills, and abilities necessary to perform effectively.

**Critical Thinking**

All United Way employees have the ability to think critically and to solve problems using basic research, analysis and interpretation.

**Professional Behavior**

All United Way employees conduct themselves in a professional manner and follow organizational guidelines and standards.

**DEI STATEMENT:**

United Way of Greater Toledo (UWGT) strives to ensure that we are meeting the needs of individuals across Lucas, Ottawa and Wood counties in a meaningful and appropriate manner. We cannot truly "Live United" until we fervently advocate for BIPOC, people with disabilities, LGBTQIA+ people and other marginalized communities. United Way examines and addresses the systems, institutions, and policies that have caused and perpetuated racial and socioeconomic disparities, specifically in the areas of Education, Financial Stability, Health, and Housing. This includes acknowledging the role that philanthropy plays in upholding such structures. When individuals of all ethnic backgrounds, socioeconomic statuses, and gender/sexual identities can live and participate in functions of life without fear, then, and only then, can we "Live United".

*The United Way of Greater Toledo provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*

*This job description in no way states or implies that these are the only duties to be performed by the employee(s) in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.*

*This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship.*