



United Way of  
Frederick County

## **SOCIAL MEDIA & MARKETING INTERNSHIP**

*United Way of Frederick County's mission is to mobilize the caring power of our whole community to improve lives. We envision a community where all individuals and families achieve their potential through healthy lives, education, and financial stability. For over 85 years, we have fought for the health, education and financial stability of every person in our community. In Frederick County today, 32% of households struggle to afford basic household necessities, these people are known as ALICE households.*

### **ABOUT THE POSITION**

We are seeking a talented intern who craves learning new skills and isn't afraid to tackle big projects. This is a unique opportunity to be given real responsibility from start to finish, help strengthen United Way's mission by curating a strong brand voice that connects with our current audience while reaching new ones, and grow personally and professionally. We are looking for someone who regularly finds and shares quality stories online, knows all the latest trends, and uses social media to start conversations about important topics. Someone passionate about social issues. Someone who's full of awesome ideas and creative flair, has a strong aesthetic sense, and pays attention to details and consistency in style.

### **WHAT YOU WILL LEARN**

You will have the opportunity to create, promote and track content, gain insights into what makes compelling content and shape it in response to our community's wants, and acquire the skills to optimize everything you write for the web. You will learn how to work in a professional environment and have ample opportunity to network with our staff, other professionals in the non-profit and for-profit industries, and other community leaders.

### **WHAT YOU WILL DO**

You will collaborate on several different aspects of the organization's communications and marketing, but your main focus will be social media and content creation.

Additional tasks, include but are not limited to the following:

- Developing and implementing a content strategy.
- Researching, creating, and optimizing unique content, including blog posts, web pages.
- Reviewing existing content, aligning it with the current tone of voice, and optimizing it.
- Creating a social media strategy and developing strategies to direct traffic to website.
- Attend meetings and contribute ideas for social media strategies and content.
- Stay updated on social media trends and best practices.
- Research and identify opportunities for social media campaigns that align with the nonprofit's goals.
- Engaging with our online community, driving discussions, and responding to inquiries.
- Using social media analytics to report results and new ideas to the marketing team.
- Creating a marketing report for the Board of Directors.

## **HOW YOU WILL KNOW IF YOU ARE A GOOD FIT**

This internship is perfect for students who are aspiring marketing and communications professionals, bloggers, or influencers. While you will be assigned to work on projects under the guidance of your supervisor, our interns are encouraged to come up with their own ideas.

As the ideal candidate, you are:

- Pursuing a degree in Marketing, Communications, non-profit management, or a related field.
- Proficient in Microsoft Office Suite and Canva with basic familiarity of Adobe Creative Suite.
- Resourceful, an intuitive and creative thinker, and love a challenge.
- Familiar with social media sites, and have some familiarity with web writing tactics and SEO.
- An excellent writer and editor, with great attention to detail.
- Motivated, resourceful, and a hard worker; you are able to self-manage and take projects from beginning to end, and deliver results on or before deadline while retaining high quality of work.
- Positive, friendly, and able to thrive both in a collaborative environment and autonomously.
- Willingness to take on a wide variety of tasks at the request of supervisors.

## **OTHER DETAILS**

You are expected to work 8-12 hours per week, spread out over 2-3 days each week. Most of the work is done remote, but occasional work from the office is required. If you are currently enrolled in school, we value flexibility around key times including, but not limited to, final exams and holidays.

*If you are interested in the Social Media & Marketing Internship, please send your resume 2-3 writing samples to Tessa at [tjoseph@uwfrederick.org](mailto:tjoseph@uwfrederick.org).*