



Utah Community Action™

Employer: Utah Community Action (nonprofit, unpaid)

Title: Events and Marketing Internship Description

Utah Community Action (UCA) is a non-profit, multi-faceted agency that helps low-income individuals and families overcome barriers to self-sufficiency. UCA helps to remove those barriers through six core programs, all of which utilize a holistic approach to best serve Utahns most in-need. UCA depends upon the generosity and support of numerous financial supporters and volunteers. In order to best promote and upkeep the successful programs offered by UCA, the Events and Marketing Intern will work with UCA staff and leadership to maintain and potentially expand existing partnerships and marketing efforts.

The Events and Marketing Intern will assist the UCA staff with communications and event-planning for specific forums, events, and initiatives. The Intern will work with UCA staff to regularly update websites, maintain a social media presence, and draft and distribute news releases, media alerts, and other stories; the Intern may also suggest improvements and be responsible for the implementation of those improvements. The Intern may work to research and develop potential communications and events that would best serve the maintenance and/or expansion of UCA's existing programs. The Intern could assist with development of new fundraising and volunteer recruitment approaches, new marketing and communication strategies, preparation of proposals and project plans, and meeting logistics. The Intern has the opportunity to become immersed in the entirety of a successful, well-respected nonprofit organization and contribute to its potential expansion and improvement.

Hours, begin and end date, and holiday schedule will be agreed upon with direct supervisor. The Intern is encouraged to seek internship course credit through the University of Utah. For more information, contact the Internship Coordinator (Dominique Blanc, dominique.blanc@csbs.utah.edu).

Projects/Learning Outcomes:

- The Intern will collaborate with the UCA staff to support marketing and communications for existing programming.
- The Intern will assist with and/or manage event-planning for specific forums, events, and initiatives which promote fundraising and/or volunteer recruitment.
- The Intern will take part in staff collaboration to develop new marketing and communication strategies.
- The Intern will work directly with UCA stakeholders and/or volunteers to provide exemplary service and assistance, depending on organizational needs.
- The Intern will cross-collaborate with other UCA programs to ensure open communication and to explore the multi-faceted elements which constitute a non-profit, service-oriented organization.

Qualifications and Requirements:

- University of Utah student
- Independent and creative self-starter
- Strong Communication (oral, writing, and presentation) skills
- Professional presence and demeanor

To apply, please send your cover letter and resume to the Internship Coordinator:

Dominique Blanc
University of Utah
Honors College
College of Social and Behavioral Sciences
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330.571.3728