

United Way of San Antonio and Bexar County Summer Internship Description



United Way of San Antonio
and Bexar County

TITLE:	Marketing Intern		
DEPARTMENT:	Marketing		
IMMEDIATE SUPERVISOR:	Director of Community Engagement		
MODALITY	Hybrid	EXEMPTION/GRADE	Non-Exempt / 12
PAY	\$15.00 to \$18.00 per hour	HOURS	25 - 30 hrs/wk

WHAT WE DO

United Way of San Antonio and Bexar County unites the community to identify and solve our most critical issues. We are dedicated to improving people's lives and creating community-level change. Our work includes leading cross-sector collaborations, advocating for public policy changes and investing in programs that prevent problems from happening in the first place for those in need. Improving quality of life and advancing the greater good involves focusing in four impact areas: preparing children for kindergarten; empowering students to graduate and reach their full potential; helping individuals and families become self-sufficient; providing a safety net of services for those in crisis.

THE INTERNSHIP

The Summer Marketing Intern will be a vital member of the Marketing team with high-quality and engagement expected output. **This internship will assist with the ideation and strategy plan of an affinity group of college-aged adults interested in philanthropy, volunteering, networking and leadership.** Ultimately, this position will be responsible for helping develop an innovative and engaging program to bridge the United Way generational gap and further enhance United Way of San Antonio County's mission, vision and achievement of its strategic and marketing plan objectives.

WHAT WILL YOU DO

- Build a relationship with cross-departmental leadership to gather information and understand the expected outcomes of the proposed project
- Create and execute a plan of action
- Conduct qualitative and quantitative market research
- Develop a visual brand that aligns with United Way, including logo, tagline, brand voice, etc.
- Create a sustainable communication/marketing plan focused on sustainability and growth
- Identify pilot locations and timeline
- Present program details to leadership and volunteer committees, including the board of directors
- Develop program purpose and expectations
- Support the marketing department with the annual workplace marketing campaign
- Other tasks as deemed appropriate by Marketing Leadership

WHAT WE ARE LOOKING FOR

- Fun, outgoing, self-motivated and creative personality
- Professional demeanor, confident and goal-oriented
- Excellent written and verbal communication skills
- Team player with innovative ideas
- Ability to manage, prioritize and coordinate a project to completion
- Detail oriented with attention to detail
- Work well independently with an ability to work collaboratively with others
- Proficient with MS Windows; MS Office, including MS Word, Excel, Outlook, and PowerPoint
- Appropriately responds to constructive feedback.
- Currently attending a post-secondary program and working on a bachelor's degree.
- Minimum GPA of 3.0

WHAT IS IN IT FOR YOU

- Experience with one of the city's largest nonprofit organizations
- Fall in love with the impact United Way has on thousands of individuals in our community
- Potential bragging rights of what could become a national program
- A fantastic "LIVE UNITED" t-shirt

HOW TO APPLY

To submit your application visit <http://bit.ly/uwsajobs>.

- Applications WILL NOT be accepted via email.
- Contact uwjobs@unitedwaysatx.org should you experience problems submitting your application.

United Way of San Antonio and Bexar County is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, veteran status, or genetic information.

United Way of San Antonio and Bexar County is committed to the full inclusion of all qualified individuals. As part of this commitment, UWSA will ensure that persons with disabilities are provided reasonable accommodations if reasonable accommodation is needed to participate in the job application, interview process, or to perform essential job functions, and/or to receive other benefits and privileges of employment.

INTERNAL USE ONLY

EFFECTIVE DATE OF JOB GRADE: May 5, 2023

EFFECTIVE DATE THIS REVISION: May 5, 2023

United Way of San Antonio and Bexar County | 700 South Alamo St., San Antonio TX, 78205 | www.unitedwaysatx.org