

Marketing & Communications Internship

Heart of Florida United Way is Central Florida's most comprehensive health and human services charity and seeks to provide an all encompassing internship to students. The Marketing & Communications Department ensures proper United Way branding and messaging is presented to the community. The following is a description of the Marketing & Communications Internship.

I. Organizational Relationship and Reporting:

The Marketing & Communications Intern reports to the Director of Marketing & Communications.

II. Responsibilities:

- A. Through specific assignments, to assist in conducting a year round communications program.
- B. To support the organizational mission and goals.
- C. To perform assigned tasks and communicate status of current projects.

III. Duties:

The Marketing & Communications Intern will perform but not be limited to the following duties:

- A. Assist with details related to United Way special events
- B. Assist in the preparation of news releases and human interest feature stories
- C. Participate in and support aspects of media relations
- D. Research and update media contact list
- E. Update website content
- F. Track media coverage and manage clip books
- F. Assist in the design of layout of printed pieces, as needed
- G. Support the ongoing activities of the communications division in copying, word processing and filing projects when needed
- H. Assist with the development of the monthly e-newsletter and quarterly print newsletter.

IV. Qualifications:

The minimum qualifications for the position of Marketing & Communications Intern are as follows:

- A. Excellent written and verbal skills.
- B. Experience with Microsoft Office, including Word, Excel and Outlook (required).
- C. Ability to work well with staff and volunteers at all levels in the workplace and community.
- D. Ability to use website development software (desired).

About Heart of Florida United Way

Heart of Florida United Way is Central Florida's most comprehensive health and human services charity. As an official Points of Light Volunteer Center, an authorized Gifts In Kind International affiliate; operator of United Way 2-1-1, Central Florida's community information and referral helpline; and the largest provider of funds to Central Florida's most critical health and human service programs, Heart of Florida United Way impacts more people annually than any other charity operating in the tri-county area. Heart of Florida United Way partners with local businesses, government, other charities, and individuals, to increase awareness of local health and human service issues and to inspire hope, provide options, and create possibilities for the people in our community. Visit www.hfuw.org for more information.

For more information about this exciting opportunity, please contact:

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