

**HEART OF FLORIDA UNITED WAY
INTERN POSITION DESCRIPTION**



TITLE: Marketing and Communications Intern
REPORTS TO: Vice President of Marketing & Communications
DEPARTMENT: Marketing & Communications
FLSA: Intern (non-paid, min 20 hours/week; schedule flexible)

POSITION OBJECTIVE:

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.

PRIMARY JOB RESPONSIBILITIES/DUTIES:

- Organizational Relationship and Reporting:
- Through specific assignments, to assist in conducting a year round communications program.
- To support the organizational mission and goals.
- To perform assigned tasks and communicate status of current projects.
- Assist with details related to United Way special events
- Assist in the preparation of news releases and human interest feature stories
- Participate in and support aspects of media relations
- Research and update media contact list
- Update website content
- Track media coverage and manage clip books
- Assist in the design of layout of printed pieces, as needed
- Support the ongoing activities of the communications division in copying, word processing and filing projects when needed
- Assist with the development of the monthly e-newsletter.

EDUCATION AND EXPERIENCE:

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

For more information about this exciting opportunity, please contact:

If you have any questions or would like further information, please contact the Volunteer Resource Center at 407-429-2127 or email us at volunteer.center@hfuw.org