

Stephen E. Garner Summers of Service 2022

United Way of Tompkins County – Communications/Engagement Intern



United Way
of Tompkins County

Purpose of Position:

This internship will allow a student to learn the basics of Non-Profit Communications including but not limited to: Social Media Posting, Website maintenance, Document Management, Press-Release design, Email Marketing, and Community Partnership.

Site address/location of the position:

313 N. Aurora Street, Ithaca, NY 14850

Special Instructions: Parking is available in the rear of the building. Work attire is business casual and most of the work will be completed on-site.

Required responsibilities/tasks of this position:

- Developing Copy and Social Media Graphics
- Light Website Maintenance
- Event Planning and development
- Email Marketing

Skills necessary for this position:

- Working knowledge of MS Office Products
- Strong English language/grammar skills
- Experience in Canva - Beginner - Intermediate level
- Basic to intermediate understanding of Web development including HTML, and CSS.

Age requirement for this position in order to be compliant to state guidelines: At least 15 years old

Leadership opportunities or decision-making expectations for the position:

- Think independently and creatively when developing social media posts and working on assignments
- Work closely within a team that has an abundant amount of experience in the nonprofit

Other employment or life skills this internship will help the intern develop:

- Gain an understanding of communication styles and best practices for use in the nonprofit community.

Certifications obtained as part of the internship experience: No

Start and end dates of the internship:

June 27 - September 2

Schedule for this role (days/hours):

Monday - Friday 12 pm - 4 pm or Monday - Friday 8:30 am - 4:30 PM

“Must-be-available” dates and any flexibility available: None

Other information about a good match for the internship:

A good match would be someone who possesses the ability to learn and understand software quickly. Another matching quality would be a student who understands the basics of social media and web design and who will enjoy applying those skills in a professional setting.