

320 E Gutierrez Street
Santa Barbara, CA 93101
www.unitedwaysb.org

Position: Events & Marketing Intern
Organization: United Way of Santa Barbara County
Duration: 23/24 Academic Year (Part-Time)
Location: 320 E Gutierrez Street, Santa Barbara, CA (In-Office)
Reports to: Communications Coordinator

About United Way of Santa Barbara County:

Since 1923, United Way of Santa Barbara County has been a key leader in local efforts to empower children, families, and communities through its own unique collaborative programs and initiatives, partnership convening efforts, volunteer development, and funding. United Way's mission is to enrich the lives of children and families and build resilient communities by leading local programs and partnerships that improve school readiness and academic achievement, financial empowerment, and crisis response and recovery. To learn more, please visit unitedwaysb.org.

Core Competencies

| | |
|------------------------------|--|
| Mission-Focused | All United Way employees recognize that the organization's top priority is to create real social change that improves lives and changes community conditions. This drives their performance and motivations. |
| Relationship-Oriented | All United Way employees are responsible for cultivating and managing relationships, fostering an atmosphere of trust, while taking a collaborative approach to addressing issues. |
| Results-Driven | All United Way employees are accountable for achieving individual performance goals in support of organizational goals. |
| Brand-Steward | All United Way employees are stewards of the brand and understand their role in protecting the reputation of the organization. |
| Continuous Learning | All United Way employees demonstrate a desire to acquire knowledge, skills, and abilities necessary to perform effectively. |
| Critical Thinking | All United Way employees use critical thinking skills to solve problems through basic research, analysis, and interpretation. |
| Professional Behavior | All United Way employees conduct themselves in a professional manner and follow organizational guidelines and standards. |

Position Overview: 23/24 Events & Marketing Intern

United Way is seeking an Events & Marketing Intern for the 23/24 academic year. This part-time internship opportunity offers hands-on experience in event planning, marketing, and communications. The intern will assist the Communications Coordinator in sharing the mission and vision of United Way through multiple channels including United Way's website, print materials, and multimedia/social media communications. The Events & Marketing Intern will assist in creating content for United Way's digital marketing channels and will assist the Communications Coordinator in planning efforts for community and fundraising events.

Key Responsibilities:

- Collaborate with the Communications Coordinator to execute marketing strategies, including social media campaigns, blog posts, press releases, and website updates.
- Create, schedule, and analyze engaging content across digital marketing platforms, ensuring consistency and alignment with United Way's mission.
- Assist in the planning, coordination, and execution of United Way's annual fundraising gala and other organization events.
- Help manage event logistics, such as guest registration, venue coordination, and vendor communication.
- Contribute to the creation of compelling visual and written content that resonates with United Way's target audience.

Qualifications:

- Currently pursuing (or completed within the last 12 months) an undergraduate degree in marketing, communications, or a related field.
- Strong written and verbal communication skills.
- Familiarity with social media platforms (Instagram, LinkedIn, Facebook, TikTok, X, etc.) and digital marketing trends.
- Detail-oriented and able to multitask effectively in a dynamic environment.
- Self-motivated and eager to learn and contribute to team efforts.
- Ability to work collaboratively with a diverse group of individuals.
- Basic knowledge of event planning principles is preferred.
- Ability to speak, write, and understand Spanish is preferred.

Learning Objectives:

- Gain practical experience in creating and implementing marketing campaigns across various digital platforms.
- Develop skills in event planning and coordination, including logistics and communication.
- Learn how to work within a team to execute marketing strategies that align with organizational initiatives and goals.
- Understand the importance of strategic marketing in advancing United Way's mission and vision.

Compensation:

This is an unpaid internship position. However, outstanding performance during the internship may lead to consideration for a full-time paid position upon the conclusion of the internship.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk; hear; sit; and use hands to finger, handle or feel. The employee is frequently required to use one or both hands repetitively; grasp simply and lightly; and grasp with one hand only. The employee is occasionally required to stand; walk; use both hands repetitively; grasp firmly with both hands; push and/or pull; use both hands with fine dexterity; reach overhead with hands and arms; climb or balance; use stairs; stoop, kneel, bend, or crouch; lift and/or move up to 25 pounds; and walk on uneven ground and between buildings. Normal 20/20 vision ability (with corrective lenses, if needed) is required by this position. The noise level in the work environment is usually somewhat quiet.

Application Process:

Interested candidates are invited to submit a cover letter and resume to mgutierrez@unitedwaysb.org. Please include "Events & Marketing Intern Application" in the subject line.

By joining United Way as an Events & Marketing Intern, you'll have the opportunity to contribute to meaningful initiatives while gaining valuable skills that can shape your future career in marketing and communications. We look forward to reviewing your application.

United Way of Santa Barbara County provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.