

Communications and Development Intern



Job Summary: The Communications and Development Intern is responsible for assisting with marketing and fundraising tasks under the supervision of the Communications and Development Director.

Job Status: Part-Time; Non-Exempt

Duration and Scope of Position: Average of 15 hours/week for approximately 20 total weeks spanning the Fall 2022 and Spring 2023 semesters.

Essential Responsibilities

- Work with our members to collect photos, videos, testimonials, and other assets that can be used to promote College Houses.
- Directly contact alumni and supporters of College Houses via phone, email, physical mail, and/or in-person or virtual meetings, including in order to ask for donations.
- Assist in planning and running events for alumni, community supporters, prospective members, and other external groups
- Write thank-you notes to donors and send donor gifts
- Use and update our donor database (CRM software)
- Create basic graphical content for marketing and fundraising purposes.
- Distribute promotional materials around the UT campus area and other strategic locations
- Track and report work using project management software (Trello)
- Attend scheduled meetings
- Promptly respond to all work communication
- Help create and maintain a welcoming and professional appearance to applicants, members, staff, and the public
- Treat everyone in a professional, respectful, and friendly manner

Additional Responsibilities

Responsibilities may include any of the following, depending on College Houses' needs and the interests and learning goals of the intern.

- Review and provide feedback on strategic documents related to College Houses' communications and fundraising
- Develop advertising creative for digital and print using Adobe Creative Cloud or Canva
- Create and manage paid digital advertising campaigns using Google ads, Facebook/Instagram ads, and Reddit ads
- Capture and edit photos and videos
- Review and update the College Houses website using WordPress
- Create and/or update a social media calendar

- Write copy for social media, advertising, or blog posts
- Other tasks as assigned

Learning Outcomes

The intern will have opportunities to gain experience doing some or all of the following:

- Promoting an established, mid-sized housing nonprofit organization to prospective residents and external stakeholders
- Soliciting donations through email campaigns, phone calls, social media, and/or events
- Creating acknowledgements for donors (such as thank-you cards or emails)
- Using and updating a donor database (Fundly CRM)
- Creating advertising copy and creative
- Creating social media content and managing social media accounts
- Taking and editing photos
- Understanding budget constraints and assessing marketing ROI
- Using search and social media advertising
- Using Google office suite
- Using Excel and Google Sheets to manipulate data and create reports
- Reviewing Google Analytics
- Using Wordpress to maintain a website
- Tracking and reporting work using project management software (Trello)
- Maintaining a dynamic workload and providing weekly status reports
- Receiving and providing constructive feedback and editing work accordingly
- Working in a self-directed and collaborative manner

Qualifications

- Deeply familiar with College Houses, including current members or recent members
- Available for regular in-person or remote meetings during College Houses work hours (10 AM - 6 PM)
- Comfortable soliciting donations via phone, email, and other means
- Able to manage and complete tasks independently and report the results
- Interested in learning new skills relevant to communications, fundraising, and general administrative jobs
- Willing to work in a dynamic hybrid work environment without a permanent workstation
- Familiar with mainstream social media platforms
- Skill and experience in oral and written communication
- Skill and experience in using computers and related software applications
- Skill and experience in handling multiple tasks and prioritizing
- Ability to work with interruptions and changes in priorities

Working Conditions

- Will be expected to work primarily remotely.
- May be expected to come into the office for scheduled meetings.
- Will have access to a computer and office equipment in our leasing office when needed.
- Will work off-site and within our houses to coordinate marketing and fundraising activities.
- May spend extended periods of time at a desk working at a computer.
- May require repetitive use of a keyboard at a workstation.
- This position requires the ability to perform tasks that involve bending, lifting, walking, carrying and using force equal to lifting up to 30 pounds, with or without accommodations. Any lifts over 30 lbs. may only be performed as team lifts with supervisor's approval.

Requested Documents:

- Please submit contact information for two references that can speak to the applicant's interpersonal/communication skills, reliability, and/or technical abilities.
- Must show proof of full vaccination against COVID-19.

DISCLAIMER: This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned.