

POSITION DESCRIPTION

Arrowhead Regional Development Commission

Job Title:	Communications and Marketing Intern
Division:	Arrowhead Area Agency on Aging (AAAA)
Reports To:	Program Developer
Classification:	Intern
FLSA Status:	Non-exempt

Job Summary: The Arrowhead Area Agency on Aging (AAAA) seeks a dynamic, self-starter to assist marketing and communications efforts for our Juniper programs. In partnership with the AAAA, the Juniper network delivers programs to help adults manage chronic health conditions like diabetes and chronic pain, improve balance, prevent falls, and foster well-being. Juniper classes are proven to help people take an active role in improving their health and quality of life. The Communications and Marketing Intern would work with the Program Developer to develop and implement a marketing and communications plan. This internship is an excellent opportunity to experience various aspects of marketing while working with a variety of community based nonprofit organizations and healthcare systems.

Primary Duties and Responsibilities:

- Update and maintain Arrowhead Juniper's social media presence, including scheduling Facebook updates
- Assist in planning, writing and managing monthly eNewsletter
- Draft, distribute and pitch news releases, media alerts and other stories
- Designing flyers, graphics, e-vites and other marketing material for major events.
- Maintain accurate databases for key stakeholders, contacts, trainings, including but not limited to program leaders, sponsoring organizations, and workshops.
- Participate in monthly coordinator meeting calls and quarterly network meetings, including preparing agenda and taking minutes
- Reach out to the network partners and, general public to promote Juniper classes and recruit volunteer leaders.
- Collaborate with staff on new ideas, directions, and venues for marketing and communications
- Provide administrative and coordination support to program developer with other projects as assigned.

Qualifications:

- Firm grasp of available tools and platforms in the social media space
- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)

- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with press and community contact
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines

Scheduled Hours: This position is open for 10-16+ hours/week, during normal Business hours, Monday-Friday 8:00 am – 5:00 pm

Compensation: This internship is PT- temporary positions paid at \$10/hr

Position Requirements: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability and physical demands required and environmental characteristics encountered. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.

Education/Experience: College student pursuing a degree in marketing, communications, English, public relations, or related field. Must be enrolled at a college or university and have the ability to register for intern credits

Competencies: Knowledge of basic planning process; proficient personal computer skills including electronic mail, word processing, routine database activity, spreadsheet, graphics, etc.; solid oral and written communication skills; self-motivated to work independently as well as collaboratively in a team environment; ability to establish priorities, identify and solve problems, and handle multiple task simultaneously; well-organized, adaptable and flexible to changing work tasks; ability to work under pressure and maintain effective interpersonal relationships by being respectful, cooperative, professional and displaying a positive attitude. Must be able to maintain data privacy and consumer confidentiality. Must pass a criminal background check.

Language Skills: Ability to read and interpret documents such as safety rules. Ability to write routine reports and correspondence. Ability to speak effectively to the public.

Mathematical Skills: Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability: Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Physical Demands: The employee is regularly required to talk and hear. The employee is frequently required to stand, walk, sit, use hands to finger, handle or feel, and reach with hands and arms. Interns are sometimes required to conduct field work which will require working outdoors, sometimes in less than ideal weather. They may be asked to assist in moving equipment from ARDC offices to various meeting sites. This requires the ability to lift up to 30 pounds. Specific vision abilities required include close vision, distance, color vision, peripheral vision, depth perception, and ability to adjust focus.

Travel: Valid driver's license and good driving record required. Position involves moderate travel within the region and occasional attendance at night meetings.

Learning Outcomes:

The AAAA interns will be working in a professional setting with staff members who have been recognized in the following areas:

- Community Development – Micro and Macro levels
- Program Development and Implementation
- Transportation
- Human Services
- Policy Development
- Advocacy
- Grant Management
- Direct Service

Interns will have the opportunity to learn and improve in the following topic and skill areas:

- Comprehensive and strategic planning processes
- Public visioning
- Meeting facilitation and coordination
- Networking and interpersonal skills
- Government agency interaction
- Consensus building
- Computer software internal and statewide networks
- Local and Statewide data collection

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties and skills required.

Signature

Date