



Big Brothers Big Sisters of Utah

Employer: Big Brothers Big Sisters of Utah (nonprofit, unpaid)

Title: Marketing Intern

Big Brothers Big Sisters of Utah (BBBSU) is a non-profit organization which provides Utah children facing adversity with strong and enduring professionally-supported one-to-one relationships that change their lives for the better. BBBSU seeks to engage, connect, and support the children who benefit most from a stable relationship with a volunteer adult mentor. As a multi-faceted organization, BBBSU offers interns the opportunity to holistically experience nonprofit management and organization, often including outreach, communications, data tracking, and research.

The Marketing Intern will work with the Chief Operating Officer to establish work expectations and schedule. The Intern will work closely with the Marketing Coordinator to execute the marketing plan on behalf of the organization. Primarily, this position has been created to support the mission of BBBSU by providing marketing support for all operations of the organization, including the donation center, fundraising/development, and program operations. The Intern will maintain a social media presence through advertising and the creation of organic posts via a variety of platforms. The Intern will work with BBBSU staff to coordinate content for marketing materials, which could include, but are not limited to: blog posts, billboards, ad campaigns, signage, press releases, and brochures. The Intern has the opportunity to conduct field research in order to collect stories from volunteers and staff—this research will be synthesized and featured on a variety of published platforms, oftentimes in order to promote and celebrate the organization's 40th anniversary. The Intern will also be expected to review the BBBSU.org website in order to suggest and implement changes to maintain a current reflection of the organization. Because BBBSU strives to create an inclusive atmosphere for its interns, the Marketing Intern may attend and participate in events—a singular opportunity in which networking and professionalism can be further developed.

Hours, begin and end date, and holiday schedule will be agreed upon with direct supervisor. The Intern is encouraged to seek internship course credit through the University of Utah. For more information, contact the Internship Coordinator (Dominique Blanc, dominique.blanc@csbs.utah.edu).

Projects/Learning Outcomes:

- The Intern will collaborate with the BBBSU Marketing Coordinator to support marketing and communications for existing programming.
- The Intern will assist with and/or manage coordination of content for specific forums, events, initiatives, press releases, and publications which promote fundraising and/or volunteer recruitment.
- The Intern will take part in staff collaboration to develop new marketing and communication strategies.
- The Intern will conduct research and gather anecdotal accounts from volunteers and staff; the Intern will utilize this information to create content for multiple publishing platforms.
- The Intern may attend and participate in BBBSU events.
- As needed, the Intern will cross-collaborate with BBBSU leadership and staff to ensure open communication and to explore the multi-faceted elements which constitute a non-profit, service-oriented organization.

Qualifications and Requirements:

- University of Utah student
- Independent and creative self-starter
- Strong Communication (oral, writing, and presentation) skills
- Professional presence and demeanor

To apply, please send your cover letter and resume to the Internship Coordinator:

Dominique Blanc
University of Utah
Honors College
College of Social and Behavioral Sciences

Dominique.blanc@csbs.utah.edu

330.571.3728