



Big Brothers Big Sisters of Utah

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

Title: Anniversary 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 Anniversary Marketing Intern has a singular opportunity to work with the BBBSU CEO in the organization's 40th anniversary year. The Intern will conduct qualitative research in order to collect interviews, survey questions, and other social science-related research. This research will be utilized in the marketing, reporting, and celebration of the institution's 40th anniversary. The ideal intern will possess patience and perseverance: because BBBSU touches the lives of so many children and volunteers, there are many potential stories to collect and report. The Intern will develop a system to collect stories and will be responsible for the analysis and reporting of exemplar outliers; these reports will assist in the tracking of existing BBBSU programming, especially within the last year, and the potential expansion of future programming. The Anniversary Marketing Intern will work with the Marketing Intern to develop content specific to the promotion of 40th Anniversary celebration and events. The Intern will also be responsible for the upkeep of the BBBSU social media calendar, which will ideally need to be updated, organized, and structured as Anniversary events are 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 staff to support and develop marketing and communications for Anniversary-related programming.
- The Intern will assist with and/or manage coordination of content for specific forums, events, initiatives, press releases, and publications which promote the organization's anniversary.
- 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 and potentially create reports integral to the annual report.
- 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, 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