Position Title | Marketing and Research Intern
---|---
Organization | The Arc for the River Valley
Department | General
Address | 7821 Texas Road, Fort Smith, AR 72908
Supervisor Name | Micayla Cole
Supervisor Contact | 479-783-5529 or arcrivervalley@gmail.com

TERMS OF EMPLOYMENT

A. ELIGIBILITY
   a. Be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior or senior in the fall of 2020.
   b. Submit written enrollment verification from their college or university confirming the student’s enrollment status to United Way.

B. WORK SCHEDULE & CONDITIONS
   a. This is a temporary, full time (35 hours per week) position.
   b. This position is not eligible for sick, vacation, and holiday leave during employment.
   c. This position requires intern to have reliable transportation as intern may be required to attending networking events.
   d. Scheduled hours will be Monday – Friday 10:00 AM – 4:00 PM
   e. Intern will also be required to attend The Arc’s board meetings during internship period to report on their job duties. Board meetings are scheduled for the 4th Tuesday of each month at 5:30 PM.

C. SALARY & BENEFITS
   a. SALARY, The individual shall receive a $3,200 salary distributed during normal pay cycles for the duration of employment.
   b. PROFESSIONAL DEVELOPMENT. The United Way of Fort Smith Area will provide interns an in-person orientation and three professional development opportunities.

D. EVALUATIONS
   a. The employee will receive an evaluation of their performance at the end of their employment from their direct supervisor. The evaluation also includes a self-evaluation and program evaluation.

RESPONSIBILITIES

A. POSITION PURPOSE
   a. While reporting to the Executive Director, the Marketing and Research Intern is responsible for developing a marketing and social media plan to cover (at least) a 6 month period, as well as research statistics and ways to advocate for people with disabilities in our state. These tasks are to align with The Arc for the River Valley’s programs, expansion, and execution of its mission.
B. DUTIES
   a. Develop, organize, and execute The Arc’s non-profit marketing plan.
   b. Create and execute a strategy for a large, sustained base of marketing for social media and other outlets.
   c. Develop and track a database for research and statistics involving advocacy issues for people with intellectual and developmental disabilities in Arkansas.
   d. Ensure effective systems to track progress and regularly evaluate program components, so as to measure successes that can be effectively communicated to the Executive Director.

C. COMMUNITY IMPACT
   a. This position will impact the community by creating an opportunity to help a non-profit grow in marketing strategies and researching and developing plans for advocating for those that cannot advocate for themselves.

QUALIFICATIONS

   A. Strong computer skills with ability to create and maintain spreadsheets and database files.
   B. Strong written and communication skills with excellent interpersonal and multidisciplinary project skills.
   C. Unwavering commitment to quality programs and data-driven program evaluation.
   D. Ability to set and achieve strategic objectives.
   E. Familiarity of working in public relations and experience in media outlets.
   F. Ability to work effectively in collaboration with diverse groups of people.
   G. Passion, idealism, integrity, positive attitude, and mission-driven.

LEARNING OBJECTIVES

   A. CAREER DEVELOPMENT
      a. Student will develop professional skills ranging from non-profit management, marketing skills and ideas, and community engagement to advocating for people with intellectual and developmental disabilities.

   B. SKILL DEVELOPMENT
      a. Student will learn researching and development skills, time and project management, networking, and self-motivation.

   C. PERSONAL GROWTH AND DEVELOPMENT
      a. This internship opportunity will aide in improving confidence, critical thinking, creativity, self-worth, and will teach student how to interact with those with disabilities.
SIGNATURE (this will be signed at the point of employment with the student)

<table>
<thead>
<tr>
<th>Employee Name</th>
<th>Supervisor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee Signature</th>
<th>Supervisor Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signature Date</th>
<th>Signature Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>