



United Way of West Florida  
7100 Plantation Rd, Suite 18  
Pensacola, FL 32504

## Marketing & Special Events Internship

United Way of West Florida is a local nonprofit organization that UNITES nonprofit agencies, organizations, businesses, and people together to fight for the health, education, and financial stability of every person in Escambia and Santa Rosa counties. An internship with United Way of West Florida offers an exciting opportunity to gain professional experience and earn college credit by working with employees of a worldwide non-profit organization. The program provides the intern with hands-on experience in daily non-profit organizational activities.

The Marketing and Special Events Internship is designed to provide professional experience in the areas of Nonprofit Management, Public Relations, Marketing, Media Relations, and Fundraising/Event Planning. This internship position is ideal for a university undergraduate student using the internship for university credit.

### Qualifications:

- Current college student; interested in non-profit management or fundraising/event planning; can come from a variety of backgrounds including, but not limited to, Public Relations, Communications, and/or Marketing.
- Have completed two college semesters.

**Time Commitment:** One-semester minimum.

- 12-20 hours per week, the specifics are negotiable and flexible to work around class schedules.
- The exact start and end dates will be determined by the charity and the student.

**Compensation:** Unpaid (eligible for university credit – will work with interns)

**Supervisor:** Sr. Marketing Manager

### Duties:

The Marketing and Special Events Intern plays a supportive role in the development and special events team. This position assists with planning, development, and execution of the marketing strategy. The intern will assist with the organization, marketing and execution of various fundraising events, researching grants and major donors, generating promotional and informational materials, and manage online communications and social media presence.

The Intern will have the opportunity to interact with various parts of the organization including program operations, Community Investment, 211 Northwest Florida, 988 Florida Crisis and Suicide Line, Florida Veterans Support Line, and a global brand refresh.

An average day will consist of a variety of tasks such as editing search ads, creating social graphics and posts, participating in tabling events, photo editing, and reviewing data from digital platforms.

### Skills:

- Professional demeanor, solid organizational skills, good time management, and ability to multi-task.
- Experience utilizing basic Microsoft programs (Word, Excel, PowerPoint, Outlook), Canva, and various marketing applications.
- Knowledge of Adobe Creative Suite applications (Photoshop, Illustrator, InDesign)
- Knowledgeable of social media platforms (i.e., Facebook, Twitter, Instagram)
- Excellent communication skills, both written and verbal.
- Ability to move around the facility or grounds to perform necessary job responsibilities and to supervise volunteers.
- Ability to load/unload, lift, or move heavy equipment without assistance (5 lbs. To 30 lbs.)

**Interested parties should submit cover letter and resume to:**

United Way of West Florida  
Attn: Human Resources  
7100 Plantation Rd, Suite 18  
Pensacola, Florida 32504  
or by email to [info@uwwf.org](mailto:info@uwwf.org)