



United Way of the
Mohawk Valley

258 Genesee Street
Utica, New York 13502
315.733.4691



UNITED WAY 100th ANNIVERSARY INTERNSHIP

Interns will work independently as part of the Marketing and Communications department and under the direction of our Marketing and Event Coordinator. They will assist with 100th Year special events, projects, and marketing. This opportunity will allow an intern to focus on a specific project and grow their skills in marketing and events, project planning and organization, goal-setting and sales, customer service, and relationship building. This is an excellent internship opportunity for any student who hopes to pursue an array of careers such as marketing, communications, public relations, fundraising, sales, customer service, management, non-profit, event planning, or hospitality.

What can an internship offer me?

- Assist with special projects based on the current strategic plan regarding our 100th year including our 100 Heroes Campaign, Anniversary Partners Campaign, Birthday Bash/Gala Event, and more.
- Gain experience in marketing, communications, public relations, event planning and promotions, marketing, and fundraising.
- Assist in goal setting, tracking, and analyzing.
- Learn how to create media advisories, press releases, press conferences, and communication announcement plans.
- Participate in Committee Meetings with a group of local professionals.

As the ideal candidate you:

- Have a love for our community and are committed to helping it improve.
- Are interested in marketing, communications, and/or event planning.
- Are proficient using Microsoft Word, Microsoft Excel, and Adobe Acrobat. Familiarity with Adobe Creative Suite is desirable.
- Are detail-oriented, organized, and efficiently meet goals.
- Are positive and friendly, have strong written and verbal communication skills, demonstrated ability to work individually and in a team environment.
- Are committed to professional ethics and can handle sensitive and confidential information.
- Are a college student pursuing a degree in business, management, marketing, communications, public relations, event planning, or a related field or has work experience in these fields.

To apply, visit: www.unitedwaymv.org/intern100

unitedwaymv.org

SERVING OUR COMMUNITY SINCE 1921