



Position Title: Marketing Intern

Department: Volunteer Services

Reports to: April Robinson

FLSA Status: Volunteer

Revision Date: June 2009

Position Summary: *Responsible for assisting the Communications Director with SU Branding and E-Marketing which includes but is not limited to the SU image library, website and Email Marketing campaigns. This internship offers an opportunity to make a long-lasting contribution to some of the earth's poorest and most vulnerable populations.*

<u>ESSENTIAL RESPONSIBILITIES</u> : <i>List the essential job functions. Please limit to 3-5 functions of the position starting with the most important. Also indicate the approximate % of time spent performing each of these functions.</i>	%
<p>1. Branding Create and maintain SU's Brand manual. Ensure that all website content is consistent with SU's mission. Develop and maintain online social network with US organizations inclusive of Facebook and Twitter.</p>	40%
<p>2. Administrative Develop and maintain image library including categorizing images.. Load new images as necessary. Provide Communications Director with technical feedback. Load SU newsletter onto website quarterly. Email blast newsletter to mailing list quarterly.</p>	25%
<p>3. Other Communication/Marketing Responsibilities Research and develop partnerships with organizations such as Girl and Boy Scouts, service clubs and other organizations interested in partnering with SU. Write quarterly newsletter article.</p>	35%



REPORTING RELATIONSHIPS: Describe the nature of supervision over others. Attach current organization chart including direct (solid line) and functional (dotted line) relationships. Please ensure that it shows incumbent's name and position titles of peers, staff and supervisor. Include employment status: regular/ full-time/part-time employees, temporaries, interns, consultants, etc.

How many full-time, part-time, interns, consultants and other at Sidewalk University Leadership Program report directly and indirectly to this job? (Check one from each column.)

#of volunteers reporting to this job?	#of Interns reporting to this job?	#of part-time volunteers reporting to this job?	#of full-time volunteers reporting to this job?	# of Consultants reporting to this position?	# of Vendors reporting to this position?
<input type="checkbox"/> 0	<input type="checkbox"/> 0	<input type="checkbox"/> 0	<input type="checkbox"/> 0	<input type="checkbox"/> 0	<input type="checkbox"/> 0
<input type="checkbox"/> 1	<input type="checkbox"/> 1	<input type="checkbox"/> 1	<input type="checkbox"/> 1	<input type="checkbox"/> 1	<input type="checkbox"/> 1
<input type="checkbox"/> 2-5	<input type="checkbox"/> 2-5	<input type="checkbox"/> 2-5	<input type="checkbox"/> 2-5	<input type="checkbox"/> 2-5	<input type="checkbox"/> 2-5
<input type="checkbox"/> 6-15	<input type="checkbox"/> 6-15	<input type="checkbox"/> 6-15	<input type="checkbox"/> 6-15	<input type="checkbox"/> 6-15	<input type="checkbox"/> 6-15
<input type="checkbox"/> 16-30	<input type="checkbox"/> 16-30	<input type="checkbox"/> 16-30	<input type="checkbox"/> 16-30	<input type="checkbox"/> 16-30	<input type="checkbox"/> 16-30
<input type="checkbox"/> 31 or more	<input type="checkbox"/> 31 or more	<input type="checkbox"/> 31 or more	<input type="checkbox"/> 31 or more	<input type="checkbox"/> 31 or more	<input type="checkbox"/> 31 or more
	<input type="checkbox"/> 31-50				
	<input type="checkbox"/> 51-100				
	<input type="checkbox"/> 101 or more				

No Direct Reports

SPAN OF CONTROL/SCOPE: The degree of autonomy and the impact of decisions is measured by "Freedom to Act."
FREEDOM TO ACT – The extent of personal, procedural or systematic guidance or control.

	Yes
Limited: Subject to explicit instructions covering simple tasks. <i>Example: summer interns; clerical</i>	
Prescribed: Subject to general instructions covering assigned tasks and/or close systematic supervision. <i>Example: coordinator; administrative</i>	X
Controlled: Subject to instructions and established work routines and/or supervision and general instruction. Typically managed by "after the fact" review. <i>Example: specialists</i>	
General: Subject to general practices and procedures and/or work instructions and supervision of progress, results and achievements. <i>Example: supervisors; managers</i>	
Autonomous: Subject to broad practice and/or unchartered solutions influenced by functional precedents and policies. <i>Example: executive, vice president and asst. vice president</i>	



CONTACTS AND INTERACTIONS: *Contacts that are cross-functional are believed to increase complexity because they require more diversity of thought and action. The purpose of the interface represents the relative impact of the positions essential responsibilities.*

Review the list below of internal and external contacts for those the incumbent regularly and frequently interact with outside your immediate work group. For only those contacts required to perform the major activities of this job, please check the appropriate box(es) and describe the typical purpose of the contact.

Definitions:

- Exchange Information* – give and/or receive information verbally, in writing, or over the phone
- Advise/Consult* – give advice/counsel based on professional background, specialized knowledge, and experience
- Negotiate/Influence* – promote or sell an idea, service, or product to others
- Provides Direction and/or approval* – has the authority to direct the efforts of others and/or approve project deliverables.

Frequency:

- Seldom* – once per month or less
- Occasionally* – on a weekly or monthly basis
- Frequently* – more often than weekly

	Exchange	Advise/ Consult	Negotiate/ Influence	Provides Direction/Approval
Internal Contacts:				
Board Members				
Executives	XS	XS	XS	
Vice President				
Assistant Vice President				
Peers	XF			
Managers	XF	XF		
External Contacts:				
Members				
Vendors	XO	XO		XO
Consultants	XO	XO	XO	XO
Government agencies				
Legal				
Others				

MINIMUM EDUCATION and/or EXPERIENCE REQUIREMENTS:

Rising Junior or Senior pursuing a Bachelor's Degree in Communications, Marketing or Business or candidate with with equivalent experience.

COMPETENCIES:

FOUNDATIONAL - All employees have the same Foundational Competencies

Service Delivery

- Exhibits an innate desire to help others
- Builds rapport with others
- Understands and responds appropriately to members (internal & external) emotional and business needs



- Demonstrates empathetic professionalism in order to gain confidence of others
- Responsive to member (internal & external) issues, project deliverables and emergent situations

Communication

- Communicates effectively both verbally and in writing
- Creates accurate and punctual documentation
- Exercises good listening skills
- Is honest and straightforward when sharing information and ideas

Job Knowledge

- Demonstrates necessary job knowledge
- Possesses necessary technical skills
- Meets performance expectations
- Delivers the Brand Promise

FUNCTIONAL- These competencies are specific to the volunteers in Leadership positions at SU.

Leadership skills

- Works collaboratively and delegates effectively
- Able to motivate employees and challenge employees to achieve performance objectives
- Clearly defines roles and responsibilities
- Serves as an effective role model to diverse employees

Managing for Results

- Proactively resolves conflicts
- Keeps team accountable for actions
- Sets goals and objectives that are aligned with the overall strategic direction
- Implements adjustments to meet changing priorities
- Provides resources and support that foster employee growth and development

Demonstrates Judgment/Decision-Making Skills

- Willing to independently make complex decisions that are timely
- Consistently makes high quality decisions
- Takes ownership for individual and team responsibilities
- Treats successes and failures as learning opportunities
- Takes appropriate risks to satisfy members

POSITION SPECIFIC – These competencies are specific to Leadership roles at SU.

Adaptability/Flexibility

- Adapts to change and is open to new ideas
- Takes on new responsibilities and effectively manages associated pressure
- Adjusts plans to meet changing needs
- Makes self available to assist others

Budget/Cost Control

- Plans for and uses resources efficiently while seeking avenues to reduce costs
- Creates accurate and realistic budgets
- Tracks and adjusts budgets
- Contributes to budget planning

Dependability

- Meets commitments and accepts accountability
- Sets personal standards and stays focused under pressure
- Effectively works independently or as team participant
- Meets attendance /punctuality requirements

Integrity/Ethics

- Deals with others in a straightforward and honest manner
- Hold self accountable for actions and maintains confidentiality
- Supports company values
- Effectively conveys positive and negative

Meeting Management

- Holds appropriate number of meetings
- Develops agendas and establishes clear goals for meetings
- Involves appropriate team participants
- Encourages and balances input

MINIMUM QUALIFICATIONS:



- Possess the ability to make recommendations to effectively resolve problems or issues, by using judgment that is consistent with standards, practices, policies, procedures, regulation or government law.
- Possess the ability to multi-task, organize and prioritize work effectively.
- Possess the ability to work under pressure.
- Proficient with all Microsoft PC applications.
- Must exhibit professionalism and maintain confidentiality.

PHYSICAL DEMANDS:

The Physical demands described here are representative of those that must be met by volunteer to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT:

The work environment is virtual and volunteers must have access to a computer in their home. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job description is not intended to be an exhaustive list of requirements of the position, and may change at any time with or without notice. All positions require employees to perform the duties indicated in addition to other assignments given by a supervisor or as required by the nature of the job.