

Gleaners Community Food Bank of SE MI Position Description

Job Title: Development Intern (Unpaid)
Reports To: Director of Marketing & Communications
Department: Development
Last Update: May 2017

Description: Gleaners is seeking a Development Intern to work with the Marketing & Communications team to help implement Gleaners' marketing and communications fundraising and non-fundraising strategies. This includes updating and maintaining the social media program, curating and updating various communications materials, and helping with several fundraising efforts. **This position is an unpaid internship.**

Essential Duties

Social Media:

1. Create relevant, eye-catching and engaging content for Gleaners' Facebook, Twitter and Instagram accounts.
2. Source relevant articles about hunger, poverty, and other content related to Gleaners' mission to share with social media followers.
3. Help maintain social media content calendars and monitor social media accounts.

Communications:

1. Help maintain and organize press clippings and media hits as they come in.
2. Help update communications materials as requests come in from other departments.
3. Help curate content for staff newsletter (may include writing articles or stories about staff members, program updates, events, etc.).
4. Collect stories and photos from different program and event sites.

Fundraising:

1. Updating various donor spreadsheets with statistics from each mailing.
2. Trend analysis – reviewing the results of various development strategies.
3. Create infographics or creative ways to convey information in email blasts.
4. Organize & create content for Event Newsletter (some coding experience preferred).
5. Track web traffic and online donations in relation to Direct Mail drops. Determine trends.

Scope of Position:

Budgetary Responsibility:	None
Personnel Responsibility:	None
Access to Confidential Info:	Low
Supervisory responsibility:	None
Donors:	Low
Volunteers:	Low
Food Partners	Low
Outside Vendors:	Low

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience

- High-school or college interns accepted. College preferred. Marketing, Communications or related field of study.
- Strong creative, writing, and organizational skills.
- Experience with design and production of print and/or digital materials and publications helpful.
- Computer literacy in word processing and page layout.

Language Ability

Excellent verbal and written communication skills, as well as strong interpersonal skills.

Math Ability

Ability to add and subtract two digit numbers and to multiply and divide with 10s and 100s. Ability to perform these operations using units of American money and weight measurement, volume, and distance.

Reasoning Ability

Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Demonstrated problem-solving and decision-making ability to correct unforeseen issues on the spot during events.

Computer Skills

To perform this job successfully, an individual should have a thorough working knowledge of the Microsoft Office suite of products.

Equipment

The position requires operation of standard office equipment.

Work Environment

The standard work environment is an office housed within the warehouse. Although the office setting will be climate controlled, the warehouse is not.

Physical Demands

While performing the duties of this job, the employee is frequently required to speak, hear, and use hands. Moderate amounts of walking, sitting, or standing are occasionally required.