



Marketing and Engagement Intern Job Description: Part-time, Paid Internship, Start Date August 2023

About SVP Tucson

[Social Venture Partners Tucson](#) (SVP Tucson) is a nonprofit organization that is an affiliate of Social Venture Partners (SVP) International. SVP International is comprised of 40 chapters and is active in nine countries. SVP Tucson is an ever-expanding community of engaged philanthropists dedicated to building nonprofits' capacity, strength, and impact in addressing social problems. SVP Tucson bridges the gap between philanthropists and nonprofits – driving relationships and resources between these areas, and ultimately building resilience in Tucson's nonprofit community.

About Our Focus

SVP Tucson invests in high-potential nonprofits that are focused on six key areas (early childhood education, workforce development, racial and gender justice, and those serving historically marginalized communities). SVP Tucson uses a 2Generation approach (also often referred to as multigenerational) that builds family well-being and economic prosperity by intentionally and simultaneously working with children and the adults in their lives together to access new resources, solve problems, and sharpen existing skills.

About Our Office

SVP Tucson's human-centered culture offers flexible hours and hybrid work options. Join our team of seven dedicated community change agents as we work together to solve systemic issues burdening our community.

About The Internship

SVP Tucson is currently seeking a part-time Marketing and Donor Engagement Intern to support our efforts in communications and community outreach initiatives, engaging with our donors, and supporting in-person donor events.

If you are interested in supporting a nonprofit organization that is making an impact in Tucson while developing your professional skills, this is the opportunity for you!

Marketing and Donor Engagement Intern Position Description

You will have the opportunity to gain hands-on experience in marketing and donor engagement within the nonprofit sector. You will play a crucial role in helping our organization reach a wider audience, strengthen donor relationships, and create impactful messaging that will reach the broader community.

This is a paid position for 15 hours a week at \$15 an hour. This hybrid position requires four hours a week in person at our office located within the Community Foundation for Southern Arizona campus, remaining hours can be completed remotely based on your schedule. Our hours of operation are Monday-Friday from 8 am to 5 pm. The evening events take place from 5 – 8 pm and this position requires three to five events per semester, which are accounted for in the hourly schedule. Your own laptop or tablet to complete your work is preferred. However, SVP can provide a laptop if needed during hours at our office. We are unable to provide transportation assistance. SVP Tucson has a wonderful history with University of Arizona Interns and we are happy to support you in completing academic credit and references for this internship if needed.

Responsibilities Include:

Marketing:

- Create engaging graphics using Canva software to design compelling content for email newsletters, social media, email signatures, website, and event invites.
- Publish social media messages and generate captions for Facebook, Instagram, and LinkedIn platforms.
- Collect and input marketing data (email and social media) to key performance indicators (KPI) dashboards.
- Support staff with additional communication, social media, public relations, and/or marketing tasks as needed.

- Ensure consistent brand messaging across all platforms and communications.
- Utilize digital platforms to increase community attendance at SVP Tucson events.
- Conduct research on marketing opportunities to connect SVP with larger audiences.

Donor Engagement:

- Attend three to five donor evening events (5 -8 pm) per semester to support staff with event preparation, setup, and cleanup.
- Assist in creating a welcoming and engaging atmosphere for donors during events.
- Create materials for donor events and customize engagement materials.
- Assist in personalized gratitude cards and other donor recognition strategies.

Required Competencies:

- Excellent customer service
- Strong verbal and written communication skills
- Demonstrates professionalism in areas of work and enjoys working with a small team
- Knowledge of social media platforms and performance software
- Ability to prioritize and meet deadlines
- Familiarity with social media platforms such as Facebook, Instagram, and LinkedIn
- Experience with design platforms such as Canva
- Familiarity with creating and editing emails in platforms such as Campaign Monitor or Mailchimp.
 - If not, the ability to quickly learn and process information
- Proficiency with Microsoft Office applications
- Experience with content management systems and image/video editing software

Benefits Include:

- Will gain invaluable experience in a communications department working within the nonprofit sector.
- Work alongside a supportive team of professionals with diverse backgrounds.
- Expand your professional network and learn from a leading nonprofit organization that is working with sixteen nonprofit organizations a year.
- Enjoy a flexible and hybrid work schedule.

How to apply?

[Click this link to apply.](#) You must submit your resume, examples of previous marketing materials you've created, and your answers to the questions below. Staff will schedule an interview if you're a good fit! These questions should take no more than 5-10 minutes to answer on our online application. Please prepare these responses to be sent in with your resume to be eligible for an interview:

1. Tell us about your experience with marketing and communications including which design or media platforms/applications you have experience using.
2. Why are you interested in SVP Tucson for an internship? What about our organization piqued your interest?
3. What skills do you hope to gain through this internship?
4. What does relationship building mean to you?
5. Do you have any experience with nonprofits? If so, what? This can be volunteering, employment etc.

Please reach out to Hattie Groskind, Development and Engagement Manager, with any questions by calling (520) 382-5891 or emailing hattie@svptucson.org.