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Marketing and Events Internship (2017-2018 Fall/Spring)

Organization:

At the Young Women's Resource Center, we believe that every girl deserves a life of possibilities. We help young women realize their full potential by providing programming to girls ages 10-21 in central Iowa. Our unique structure features two branches of services, Empowerment and Young Moms, to better serve our clients throughout various stages of life.

Our goal is to help young women become strong, self-confident and successful. The YWRC utilizes education and support to create a safe environment for girls where they experience acceptance, compassion, knowledge and commitment.

Location: 818 5th Ave, Des Moines, IA 50309

Compensation: This is not a paid internship.

Hours: A minimum of three consecutive months; 10 – 15 hours a week. The hours of this internship are flexible, but should be completed during the hours of 8 a.m. – 5 p.m., Monday – Friday, unless otherwise coordinated to accommodate YWRC special events and committee meetings.

Supervision: The Marketing and Events Intern will be assisted, directed and supervised by the Marketing and Events Coordinator.

Marketing and Events Internship Description

The Marketing and Events Intern will serve as support for the Marketing and Events Coordinator, actively contributing to the planning and execution of both marketing and event plans. This will include a variety of aspects of event coordination such as venue research, committee communication and vendor coordination. The marketing component will include graphic design, social media analytics, public relations efforts, website development and overall strategic planning.

The Marketing and Events Intern will be involved in various aspects of marketing and events projects including the following:

Essential Functions:

- Assist with the monthly e-newsletter, including content creation, data analysis, updating the mailing list and preparing photos/images.
- Catalog marketing and event materials, such as invitations, programs, etc., to help maintain historical agency record
- Complete an audit of the YWRC website by working with staff to ensure up-to-date content and ease of use for the public and clients. Once the audit is completed, the intern will implement proposed changes.
- Create age-appropriate, informational program fliers for Empowerment and/or Young Moms as needed.
- Help strategize the implementation of the YWRC's newly revised marketing plan.
- Create system for tracking social media and website analytics month to month.
- Assist in the planning of upcoming 40th Anniversary events, including venue and vendor research, event timeline and task list creation, and communicating with key community members.
- Help create plans to utilize the 40th Anniversary to increase community engagement and awareness



- Assist with event details leading up to and during Celebrity Servers Night and PCWA Basket Auction events.
- Effectively communicate with staff, collaborators, committee members and general public in a manner which positively reflects the YWRC.
- Build and maintain awareness of YWRC and community resources.

Additional Functions, if applicable:

- Local travel may be required for tasks such as running errands to pick up items for events.
- Research current trends impacting young women ages 10-21.
- Participate in gender-specific and/or Trauma Informed Care trainings as offered

Knowledge, Skills and Abilities:

- Proficient computer skills including Microsoft Office and Adobe Create Suite
- Strong interpersonal and communication skills
- Knowledge of or desire to learn all areas of marketing and communication including public relations, integrated marketing, graphic design and print, digital and social media.
- Applicants should be able to work independently and in a group setting.
- Ability to be a positive role model for YWRC clients
- General knowledge of and respect for gender-based issues
- Organized, flexible, creative and energetic
- Valid driver's license and automobile insurance
- Access to reliable transportation.
- Ability to honor client and agency confidentiality
- Fluency in a language in addition to English is a plus.

Qualifications:

- Undergraduate or graduate students studying: Marketing, Public Relations, Communications, Graphic Design, Event Planning, Hospitality, Women's/Gender Studies or other related fields

Impact on Agency:

Your participation in this internship will provide much-needed assistance to the YWRC staff, allowing the agency to continue to grow and increase its positive impact within the Greater Des Moines community.

Personal Outcomes:

The Marketing and Events Intern will be able to develop experience and skills related to marketing and events within the non-profit realm. This internship will allow for skill building in several areas of the marketing/communications and event fields including public relations, social media, website development, integrated marketing, event planning and budgeting.

To Apply:

Interested candidates should submit a resume and cover letter to Erin Moran at emoran@ywrc.org.

* All finalists are required to complete necessary background checks.