



**JOB DESCRIPTION**

<b>Position Title:</b> Development & Marketing Intern	<b>Job Code:</b>	<b>Status:</b> Un-Paid, 10-15 hours per week (Service Learning Opportunities Available)
<b>Department:</b> Development & Marketing	<b>Location:</b> Eau Claire	
<b>Reports To:</b> Development & Marketing Director	<b>Number of People Supervised:</b> 0	

**POSITION PURPOSE**

Responsible for supporting the Development and Marketing Department in fund development projects, special events, and the marketing of Big Brothers Big Sisters of Northwestern Wisconsin. This includes: planning and marketing small fundraising events (i.e. Noodles & Co fundraiser, Wii Bowling Tournament, Polar Bear Plunge, etc), planning Big/Little events, assisting with special events as needed (Bowl for Kids' Sake and other events), managing the cash boxes program, and assisting in marketing Big Brothers Big Sisters.

**ESSENTIAL DUTIES AND RESPONSIBILITIES (IN PRIORITY ORDER)**

- Managing Cash Boxes*
  - Contact local businesses to secure locations to place cash drop boxes.
  - Contact businesses frequently to determine if boxes need to be emptied and coordinate emptying of boxes.
  - Ensure boxes are located in high traffic, high potential businesses.
- Fund Development Events*
  - To plan, organize, and market all small fund development cause-related events (such as Noodles & Company fundraiser, Camille's fundraiser, Cold Stone fundraiser, etc.)
  - To plan other fundraisers as assigned (i.e. Polar Bear Plunge)
  - To assist with any fundraising activities (i.e. annual giving, Big Magic Breakfast, Polar Bear Plunge, Dunk for Kids' Sake, etc).
  - To assist in any other fundraising activities or events as needed.
- Networking & Events*
  - Participate in local networking events (such as through the local Chamber of Commerce) to assist in promoting Big Brothers Big Sisters of Northwestern Wisconsin.
  - Assist with the marketing of Big/Little events.
  - Attend Big/Little and fundraising events as needed.
  - Assist in the marketing and promotion of Bowl for Kids' Sake.
- Big/Little Events*
  - Serve as a staff liaison on the Big/Little Event Committee.
  - Plan and market Big/Little events.



<p><i>Agency</i></p> <ul style="list-style-type: none"> <li>• Contribute to the fulfillment of the short-term and long-term strategic plan for BBBSNW.</li> <li>• Participate in Agency events</li> </ul>
All other duties as assigned.

<b>EDUCATION &amp; RELATED WORK EXPERIENCE</b>
<p><b>Education Level:</b> (minimum &amp; preferred educational requirements necessary to perform this job successfully)</p> <p>Preferred Junior standing. Preferred: Coursework related to marketing, communications, and/or event planning.</p>
<p><b>Years of Related Work Experience :</b> (minimum &amp; preferred related work experience necessary perform this job successfully)</p> <ul style="list-style-type: none"> <li>• Two years of work experience.</li> </ul>

<b>SKILLS AND KNOWLEDGE</b>		
<ul style="list-style-type: none"> <li>• Thrive in a dynamic environment, be open to new ideas, and have the ability to analyze a variety of media for effective communications.</li> </ul>	<b>Required</b> <b>X</b>	<b>Preferred</b>
<ul style="list-style-type: none"> <li>• Communicate well in writing and orally.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Possess superb organizational and time management abilities.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Demonstrate an ability to work independently and be a self-starter in a team-oriented environment and work congenially with staff, Board members, donors, adult volunteers, youth, and others.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Demonstrate an ability to organize complex materials, manage more than one project at a time, and communicate comfortably in a professional setting.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Must work with a high degree of flexibility, accuracy, and attention to detail in a fast-paced environment with numerous deadlines and pressures.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Have professional maturity to respond to urgent matters and/or crisis situations, as needed.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>• Be genuine in commitment to the fulfillment of the agency mission.</li> </ul>		<b>X</b>

<b>TRAVEL REQUIREMENTS (LIST AS A % OF TOTAL WORK TIME)</b>	<b>About 20%</b>
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<b>WORK ENVIRONMENT/PHYSICAL REQUIREMENTS</b>
<p>(Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)</p> <ul style="list-style-type: none"> <li>• Able to lift 25 lbs.</li> <li>• Must own, or have access to, a vehicle.</li> </ul>



Core Competencies	High Performance Indicators
<b>Creativity &amp; Innovation</b>	Able to generate creative ideas to solve problems and improve work methods; apply novel approaches to improve or enhance results; collaborate with team members to share best practices and brainstorm creative approaches; assess situations to uncover new opportunities or overcome obstacles.
<b>Customer Focus</b>	Able to build strong working relationships with external customers; identify unexpressed customer needs and potential services to meet those needs; independently anticipate and meet customer needs; prioritize work in alignment with the needs of the customer; use knowledge of customer to improve own work results.
<b>Gets Results</b>	Able to demonstrate high personal work standards and a sense of urgency about results to meet goals and deadlines; maintain high performance by viewing failures as learning opportunities and rebounding quickly from setbacks or rejections; persist in the face of repeated challenges; accept responsibility for the outcomes of his/her own work.
<b>Relationship Building</b>	Able to build rapport and cultivate effective short and long term relationships with others; adjust own interpersonal approach to fit others' perspectives, needs, cultures, or styles; recognize the impact of one's behavior on others; utilize a range of internal and external networks and resources to meet job responsibilities and reach specific influential people.
<b>Flexibility &amp; Achieving Change</b>	Able to adapt to shifting priorities in response to the needs of external clients; quickly recognize situations/conditions where change is needed; work to clarify situations where information, instructions, or objectives are ambiguous; support organizational change.
<b>Influencing</b>	Able to persuade and enlist others' support in accomplishing objectives; effectively "sell" benefits of service to others; use data, logic and/or customer testimonials to influence others; develop effective working relationships with others who can help promote acceptance of own ideas; use different influence approaches as appropriate.
<b>Planning &amp; Organizing</b>	Able to create and execute a plan of action to meet targets; balance the need for long term planning with short term objectives; avoid wasting time and resources on tasks that yield low value; monitor the progress and impact of assignments.



<b>Strategic Alignment</b>	Able to align own work objectives with the organization's strategic plan or objectives; take organizational priorities into consideration when making choices and trade-offs in own work; act with an understanding of how the community drives/affects the business; maintain perspective between the overall picture and tactical details.
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***Equal Employment Opportunity***

Big Brothers Big Sisters of Northwestern Wisconsin provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or non-disqualifying physical or mental handicap or disability.

***Americans with Disabilities Act***

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

***Job Responsibilities***

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. Big Brothers Big Sisters of Northwestern Wisconsin may change the specific job duties with or without prior notice based on the needs of the organization.

<b>ACKNOWLEDGEMENTS</b>	
<b>Creation Date:</b>	<b>Revision Date:</b>
<b>Supervisor: I have approved this job description and reviewed with my employee.</b>	
Signature:	Date:
<b>Employee: I have reviewed this job description with my supervisor and acknowledge receipt.</b>	
Signature:	Date:
<b>Human Resources:</b>	
Signature:	Date: