



Big Brothers Big Sisters

Little Moments. Big Magic.™

JOB DESCRIPTION

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

POSITION PURPOSE

Responsible for supporting the Development and Marketing Department in the promotion and marketing of Big Brothers Big Sisters of Northwestern Wisconsin and advancing the mission and vision of the agency. This includes: volunteer recruitment, public relations, Bowl for Kids' Sake, and enhancing agency's community image.

This position is primarily responsible for creating and distributing the Big News newsletter to volunteers, donors, and parents along with creating and distributing a mid-monthly email update.

ESSENTIAL DUTIES AND RESPONSIBILITIES (IN PRIORITY ORDER)

Newsletter & Volunteer Communications

- To plan and produce the monthly newsletter (Big News). E-newsletter for 10 months and printed newsletter for 2 months.
- To create and distribute the mid-monthly news update email.
- To maintain the email contact list.
- To sell advertising space in the newsletter in order to supplement the newsletter costs.



Grassroots Marketing & Public Relations	
<ul style="list-style-type: none"> • To assist marketing in positioning Big Brothers Big Sisters of Northwestern Wisconsin as the premier youth mentoring organization in the service area. • To assist marketing in identifying unique and cost effective ways for BBBSNW to communicate with its target audiences. • To create and distribute event and marketing promotional materials (flyers, brochures, emails, etc.) as needed. • Explore and implement grassroots marketing efforts work and goals (i.e., articles/features in neighborhood or company newsletters, postings in church bulletins). • Maintain the agency's website by keeping information current. • To assist the marketing department in social media marketing. • Create and distribute press releases and secure placement in media outlets for stories, events, etc. as needed. • Assist in increasing the number of interested and enrolled potential volunteers. • Participate in marketing events (i.e. Express game, Community Action Day, Health & Wellness fairs, etc.) to recruit volunteers and children and to generate awareness of the agency. 	
Networking & Events	
<ul style="list-style-type: none"> • 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. 	
Agency	
<ul style="list-style-type: none"> • Contribute to the fulfillment of the short-term and long-term strategic plan for BBBSNW. • Participate in Agency events 	
All other duties as assigned.	

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

SKILLS AND KNOWLEDGE		
<ul style="list-style-type: none"> • Thrive in a dynamic environment, be open to new ideas, and have the ability to analyze a variety of media for effective communications. 	Required X	Preferred
<ul style="list-style-type: none"> • Communicate well in writing and orally. 	X	
<ul style="list-style-type: none"> • Possess superb organizational and time management abilities. 	X	



<ul style="list-style-type: none"> • 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. 	X	
<ul style="list-style-type: none"> • Demonstrate an ability to organize complex materials, manage more than one project at a time, and communicate comfortably in a professional setting. 	X	
<ul style="list-style-type: none"> • Must work with a high degree of flexibility, accuracy, and attention to detail in a fast-paced environment with numerous deadlines and pressures. 	X	
<ul style="list-style-type: none"> • Have professional maturity to respond to urgent matters and/or crisis situations, as needed. 	X	
<ul style="list-style-type: none"> • Be genuine in commitment to the fulfillment of the agency mission. 		X

TRAVEL REQUIREMENTS (LIST AS A % OF TOTAL WORK TIME)	About 15%
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WORK ENVIRONMENT/PHYSICAL REQUIREMENTS
(Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)
<ul style="list-style-type: none"> • Able to lift 25 lbs. • Must own, or have access to, a vehicle.

Core Competencies	High Performance Indicators
Creativity & Innovation	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.
Customer Focus	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.
Gets Results	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.



Relationship Building	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.
Flexibility & Achieving Change	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.
Influencing	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.
Planning & Organizing	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.
Strategic Alignment	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.

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.



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