

Position Description

Position Title: Creative Services Intern
Department: Marketing and Communications
Reports to: Manager, Creative Services
Reviewed: March 2018

Purpose of the Position:

The creative services intern supports the design of United Way's creative materials, including brochures, fliers, videos and digital presentations in conjunction with the Creative Services Manager and in partnership with other departments ensures consistency with United Way Worldwide's Branding Guidelines.

General Duties and Responsibilities:

- Create compelling print and electronic marketing materials to attract new and retain existing partners and donors, ensuring consistency with United Way Worldwide's Branding Guidelines.
- Assist in the ongoing creative maintenance of the organization's digital engagement strategy.
- Design fliers, posters, presentations and collateral materials, ensuring consistency with United Way Worldwide's Branding Guidelines.
- Design icons, headers, graphics that may be used for digital ads, websites, e-newsletters and social media.
- Produce digital presentations that may be delivered on mobile devices, as appropriate.
- Ensure all projects are created and delivered on time and that all artwork is consistent and updated.
- Design, build, and execute campaign-themed materials.
- Keep up-to-date with current web technologies including development languages and web browser standards.
- Contribute to a creative environment that is conducive to efficient, consistent design.
- Keep abreast of emerging technologies in new media, particularly design programs such as InDesign, Illustrator, Photoshop, After Effects, Acrobat and Dreamweaver.
- Support the development of digital and print media, marketing collateral, advertisements, presentations, and promotional pieces as assigned.

- Participate in the creative process to develop ideas for marketing and other departments.
- Prepare images to coincide with social media and blog posts.
- Assist with website and blog updates via WordPress.
- Provide planning and logistical support for special events.
- Perform other duties as assigned.
- Participate in all-staff and team meetings.

Position Requirements:

- College student pursuing a degree in communications, public relations, marketing, advertising or related field.
- Demonstrated ability to take direction from multiple team members
- Strong time management, organization, oral communication and interpersonal skills.
- Strong writing skills with AP style knowledge.
- Proficient in Adobe Photoshop and Adobe InDesign.
- Self-starter who is dependable and able to work independently.
- Demonstrated capability to prioritize work appropriately and handle multiple tasks at one time.
- Team player with the ability to work in a fast-paced environment.
- Ability to work a flexible schedule given special events or other meetings.
- Entry-level website content management skills.
- Entry-level photography and photo-editing skills.
- Proficient in Microsoft Office programs.
- Social media management skills are a plus but not required.
- Videography and audio-capturing skills a plus, but not required.
- Must have access to a vehicle, maintain a valid driver's license and provide proof of the vehicle's insurance coverage.

Physical Requirements for Essential Functions of the Job:

- Sitting hours per day
- Standing hours per day
- Walking hours per day
- Lifting pounds
- Bending/Stooping (Specify: Must be able to move heavy and awkward boxes of paper materials, push loaded carts and lift arms above head to move materials from shelves.)
- Long hours (Note: None expected.)
- Unusual hearing or visionary demands (Specify: None other than viewing a computer monitor.)
- Other Physical Requirements (Describe: Wrist and hand movements while operating a key board as necessary.)

The above statements are not intended to be all-inclusive, but rather are intended only to describe the key elements relative to each section of the description. This Position Description supersedes all descriptions previously written for the same position. Unique equivalent skills and experience may possibly substitute for required position requirements.

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