

Help Me Grow Utah Volunteer Internship Description Early Childhood Social Media Intern

Program Description: As an initiative of United Way of Utah County, Help Me Grow Utah is a free statewide family information helpline designed to promote the optimal development during pregnancy and early childhood by:

- linking families to information and community resources related to child development and parenting
- providing personalized care coordination
- creating and facilitating partnerships within the community to improve the availability and quality of services for families

While working at United Way, your talents would support something bigger—helping your neighbors get back on their feet after a challenging year. Together, we can support childhood education, youth social and emotional health, and families' financial stability.

Position Description: The Early Childhood Social Media Intern's efforts are focused on increasing the reach of the program throughout the state through the management and improvement of social media and various marketing materials. These include but are not limited to:

- Team with the Social Media Manager to increase social media outreach through the current mediums
- Help to design social media images or graphics using program marketing guidelines
- Create, caption, and publish content on social media platforms, including live videos
- Along with existing protocol, use knowledge-base to provide input and direction to the program's social media
- Engage our social media audiences with Instagram/Facebook stories and through comments

Minimum Requirements:

- Experience with social media (Facebook business page, Instagram, Pinterest), marketing, photography, and writing
- The ability to stay on top of tasks and contribute to a team environment
- Basic technical literacy (if you can use programs like PowerPoint and Word easily, you'll be set)
- Good writing skills and willingness to revise; great organizational skills and attention to detail; willingness to take initiative on projects
- Applicants should be currently enrolled in or have graduated from a Marketing, Communications, Photography, English, Social Work, Psychology, or similar program

We anticipate that you will walk away with a strong portfolio of meaningful projects that you can claim full responsibility for.



This is a volunteer position. Usually, it qualifies for school credit: you will need to check the exact requirements of your school. We are happy to fill out any needed paperwork or adjust the job description as needed.

Schedule & Location:

- Minimum of 15 hours per week
- Choice of remote work or on-site in Provo
- Schedule is flexible

To apply, please submit the following to amandam@unitedwayuc.org.

- your resume
- a short cover letter (1-3 paragraphs) explaining how this job might contribute to your long-term career goals and why you would be a good fit for the position (this helps us get a sense of your personality and interests and understand your writing skills)