

Casa de Amparo Marketing Position Description

POSITION TITLE: Market Research Intern

SITE: Administrative Offices

WORKS WITH: Director of Marketing

QUALIFICATIONS: The market research intern should be a resourceful Internet researcher with the desire to learn about data bases and websites that would help nonprofit fundraisers meet their goals. Professional phone demeanor, creative thinker.

TIME REQUIREMENT: 8-12 hours a week from home or from our office

MAJOR TASKS:

1. Do internet and library research on local corporate foundations to identify those that would be likely to support Casa de Amparo's mission, events, and overall fundraising goals. Specifically seeking cause marketing and major event sponsors. Provide marketing department with weekly prospect reports. Make follow-up and clarifying phone calls, as needed.
2. Through phone calls, internet and library research, provide Marketing Dept. with comprehensive community calendars on 2-3 targeted communities to identify outreach opportunities such as those associated with chambers of commerce and/or service organizations like Rotary or Soroptimist clubs.
3. Take on additional market research projects, as required.

These two internships could be combined if an intern needed 15-20 hours a week to fulfill academic requirements.

**Casa de Amparo
Marketing
Position Description**

POSITION TITLE: Community Outreach Intern

SITE: Administrative Offices

QUALIFICATIONS: Excellent proposal writer, professional phone demeanor.

TIME REQUIREMENT:

MAJOR TASKS:

1. Write and send proposals for speaking engagements, make follow-up phone calls and schedule Community Outreach Team for speaking, street fairs, presentations, networking opportunities within two to three targeted communities.
2. Follow up on key press release publication – make contact with local newspapers to identify those who have published key releases. Media contact list provided.\
3. Keep press clip book updated.

These two internships could be combined if an intern needed 15-20 hours a week to fulfill academic requirements.