

**Overview:**

Laramie Interfaith is a 501c3 nonprofit that was established in 1989 as a clearinghouse for local religious and charity-well wishers to come together and find a way to help those in need meet their basic needs. Over time, the organization has grown in two distinct program areas focused on helping those in poverty – our food pantry program and our case management services, primarily focused on financial crisis aid. Laramie Interfaith seeks to prevent individuals and families from the pain of “heat or eat” by provide relief pathways that aim to keep households from experience homelessness.

**Internship Position:**

Laramie Interfaith is seeking a marketing and outreach intern who will assist in external marketing efforts and program outreach. The position will involve working closely with all areas of the nonprofit providing a broad understanding of the unique environment in which nonprofits operate. In addition, this position will be responsible for the ground up planning of a community outreach event to be designed by the intern in consult with the executive director. The internship will begin in October of 2021 and conclude by May of 2022.

**Qualifications:**

Successful candidates should be:

- Self-motivated, willing to lead and express confident, knowledgeable opinions
- Driven by a sense of service and collective responsibility
- Well-versed in 21<sup>st</sup>-century communication and marketing tools with the ability to bring forth new ideas and recommendations
- An excellent communicator with the ability to hold professional conversations with business owners and leaders in the community
- Excited about technology, with a working knowledge of basic office productivity programs as well as able to learn and use more advanced software programs for photography and graphic needs

**General Duties:**

- Producing a communication and outreach plan for the assigned time period
- Marketing existing programs and developing plans for new programs
- Working with social media channels
- Creating content for print, online, and other outreach needs
- Planning for a Spring 2022 event centered around Laramie Interfaith: its mission, network, and community impact

**Commitment:**

This internship opportunity is planned to run through the 2021-2022 University of Wyoming School year. Laramie Interfaith is committed to working with its numerous interns to provide opportunities that are conducive to a successful student experience which includes working the interns’ needs regarding scheduling, schoolwork, and other academic needs. This position is tentatively planned for 10 hours per week on average. Laramie Interfaith will work with the successful candidate on scheduling needs.

**Project Overview:**

This position will be responsible for co-planning and execution of “The Good in All of Us” event to be held in the Spring of 2022. This project is ground up and will include the development and successful pitching of the event to the Interfaith Board of Directors. The events purpose is to celebrate the community and network in which Laramie Interfaith operates as well as serve as a fundraising opportunity for the organization. The candidate will work with the executive director on conceptualization, program pitches, budget planning, marketing, and program execution.

**Learning Outcomes:***Non-profit Experience:*

This position involves working within a community-based non-profit. Interns will learn and get experience working in an “all-hands-on-deck” non-profit where employees are expected to align daily tasks with the best interest of the public and clients. While positions in a non-profit are designed towards individual roles and responsibilities, non-profits of this size also operate as a team. This means shifting work from position responsibilities to “what needs to be done” in order to help the organization. At specific times of the year, this can mean working on public events, attending fairs or other sessions to expose the general public to our work, cleaning up and taking out trash, and other activities that popup.

*Marketing:*

As the primary role of this position is as marketing and outreach, the candidate will be provided experience in multiple advertising and marketing channels including the development, sustainability, and planning of these activities. The candidate will learn successful marketing tools and means of writing copy. The candidate will have the opportunity to create content in digital and print forms including photography and graphic design and learn how to successful storytelling plays a critical role in marketing. The candidate will also learn how to manage relationships with the media and other outlets including working with a 3<sup>rd</sup>-party contractor in marketing, graphics, and web design. The candidate should take away a good working knowledge of marketing and advertising techniques and tools.

*Project Management:*

The candidate will put their knowledge to work culminating with a year-end project. Successful fundraisers are driven by successful marketing and advertising. Successful events also require detailed communication through the project both internally and externally with stakeholders, partners, sponsors, and vendors. This includes experience pitching a high-level project to a board of directors and developing the tools needed to gain support for projects in the workplace. The candidate will learn how to successful plan and manage a project in accordance with Project Management Institutes’ *PMBOK* standard. The candidate should take away an introduction to the standards of project management. <sup>1</sup>

**To apply:** Email cover letter and resume to [honors@uwyo.edu](mailto:honors@uwyo.edu) by September 15<sup>th</sup>, 2021.

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<sup>1</sup> <sup>1</sup> This internship may qualify for up to 15 of the 23 hours of Professional Development Units though the Project Management Institute required as a prerequisite for certification as a Certified Associate in Project Management or application to the PMI Project Management Ready Certification.