



Marketing & Fund Development Intern – 10 hours/week, \$20/hour

Position Summary

The Marketing & Fund Development Intern will support the Foundation's ongoing efforts to grow the organization, including its visibility in our community. The Intern may participate in the development of YCF's marketing and fund development plans and will play a major role in executing YCF's marketing and fundraising activities. This position will report to the Executive Director. The Intern is a hybrid, part-time (10 hours/week) position with a flexible schedule.

We are looking for a candidate that has a baseline understanding of marketing (gained through paid or volunteer work or coursework), an interest in social impact, a strong sense of responsibility, and an interest in growing as a professional as we are interested in investing in the Intern's professional growth. In this role, the Intern will learn from YCF's executive team, including the Executive Director and several board members who are senior marketing executives in a range of industries. The Intern will have the opportunity to connect with and build relationships with a wide range of Yolo County nonprofit organizations, as well as the chance to refine the job tasks to meet their career interests and goals.

The position starts by September 2022, and we are looking for someone who will commit to staying through at least May/June 2023.

Key responsibilities include:

Primary responsibilities include:

- Develop social media calendar; draft and manage social media posts.
- Develop email marketing calendar; write email marketing content including newsletters, announcements, etc.
- Create graphics for social media, emails, newsletter, etc.
- Engage in donor communications (thank you notes, collateral materials, etc.).
- Attend periodic YCF related events throughout Yolo County.
- Track and execute marketing benefits for business partners (sponsors).

Based on the Intern's skills and interests and YCF's priorities, other responsibilities may include some of the following:

- Under supervision of ED and board, help to build YCF's marketing and fund development strategies.
- Develop key message points and case for YCF in general and for specific initiatives.
- Work with developer to update and maintain website as well as upcoming website overhaul.
- Draft and send out press releases.
- Draft presentations and other communications pieces such as the year-end report, research reports, donor updates, etc.
- Support stakeholder engagement and outreach (conduct prospect research, identify speaking/writing opportunities, event coordination, etc.).
- Support transition to new donor database; maintain donor/fundholder records.
- Maintain marketing database.



The ideal candidate will possess the following experience, skills, and personal attributes:

- Experience in marketing and or fundraising in a paid or volunteer capacity, or a strong academic foundation in the field.
- Excellent written, verbal, and interpersonal communications skills.
- Proficiency in MS Word, Excel, and PowerPoint, and a willingness to learn and use new technology as needed.
- Ability to build understanding of social media marketing (Facebook, Instagram, LinkedIn).
- Familiarity with MailChimp and Canva or be enthusiastic about building a solid understanding of such tools; exposure to a donor management software program a plus (but not expected).
- Good judgment and able to maintain confidentiality of information
- Able to complete tasks independently with guidance from Executive Director.
- Organized and consistently meet deadlines.
- Enthusiasm for learning.
- Passionate about making a positive difference in the community; experience working or volunteering in a nonprofit and/or an appreciation for and understanding of philanthropy a plus.
- Familiarity with and/or connections to Yolo County a plus.

Work Hours and Location

The Marketing Intern is a 10 hour per week hybrid position. The Intern will be expected to work from the YCF office for at least 2-4 hours every 1-2 weeks (4 hours/week preferred) on a schedule developed in partnership with the Executive Director. The Intern will be expected to attend periodic events throughout Yolo County. Otherwise, the Intern will have significant flexibility over when and where the work is completed, outside of scheduled meetings and the in-office time agreed upon.

Compensation

This position pays \$20 per hour and is eligible for paid time off, paid holidays, and sick time. This position does not offer health insurance or retirement benefits.

To Apply

Please send a resume and cover letter to careers@yolocf.org. Applications will be accepted until the role is filled and reviewed as they are received.

About the Foundation

The Yolo Community Foundation inspires and supports giving and provides philanthropic leadership in Yolo County. This fast-growing organization administers donor-advised funds and other philanthropic vehicles, makes grants to local nonprofits, fosters volunteerism, and provides donor education. YCF currently has more than 85 philanthropic funds valued at \$8.5 million and is an affiliate of the Sacramento Region Community Foundation. Visit www.yolocf.org to learn more about our programs and impact.

The Yolo Community Foundation is proud to be an equal-opportunity employer. We believe that we are best able to carry out our mission when our staff, volunteers, and other key stakeholders offer a wide range of experiences and perspectives and are representative of our Yolo County community.



The Yolo Community Foundation is committed to diversity, equity, and inclusion, and we prohibit harassment and discrimination on the basis of race, color, creed, sex, religion, pregnancy, citizenship, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition, genetic characteristics, sexual orientation, gender identity or expression, veteran or military status, or any other status protected by law. The policy applies to recruiting, hiring, working conditions, benefits, training programs, promotions, use of Foundation facilities, and all other terms and conditions of employment. In recruiting and selecting employees, the Foundation furthers the principles of equal employment by seeking talented and competent persons who are suited for a specific position by reason of training, education, experience, character, personality, intelligence and general ability.