



Growing Possibilities, One Child at a Time

Marketing and Development Intern Description

Organization Mission:

Founded in 2004, Working Animals Giving Service for Kids (W.A.G.S. 4 Kids) is dedicated to providing mobility and autism service dogs for children throughout northeast and central Ohio utilizing our award-winning Ohio Department of Rehabilitation and Correction (ODRC) service dog training program.

Organizational Overview:

W.A.G.S. 4 Kids is dedicated to providing mobility service and autism service animals, meeting the specific needs of children with disabilities throughout 25 counties of northeast and central Ohio. All W.A.G.S. 4 Kids service dogs are housed and trained by the inmates of the ODRC as part of our award-winning Step By Step Service Dog Training Program. The only program in the nation to provide in-home training and transition services, our 360-degree skills training program supports our belief in “Growing Possibilities, One Child at a Time.”

Intern Summary:

W.A.G.S. 4 Kids is seeking an unpaid student intern to assist with marketing, fundraising, and administrative duties for approximately 10 hours per week during Spring and Summer 2020. The Marketing and Development Intern will support the Development Associate and Executive Director in all upcoming development initiatives.

This internship will provide experience in donor database maintenance, email campaigns, community outreach, social media marketing, and event planning, among other duties as assigned.

Scope:

The Marketing and Development Intern plays an important role in the Development Office and will assist in promotion and execution development initiatives.

Marketing – Assist in distribution of promotional marketing materials to relevant sources; Cultivate ideas for press release, monthly blog, and newsletter content; promotion of spring and summer events through social media, email marketing, flyers, etc.; assist in the design of infographics, social media art, and promotional materials as necessary.

(continued)

W.A.G.S. 4 Kids
112 East Center Street
Berea, Ohio 44017

**Working Animals
Giving Service** *for kids*

A Non-Profit Organization #20-5520973

Development – Assist in identifying corporate contacts for potential sponsorship; assist with outreach to local businesses, schools, and organizations to promote events and our Kids Who Can! Youth Empowerment Program; search for avenues to create awareness and visibility in the community; send fundraising letters to solicit raffle items/gift cards for fundraising events; recruit volunteers for fundraising events; assist in planning/executing/attending a fundraising event.

Responsibilities may include (but are not limited to):

- Maintain individual, family, foundation, and corporate records in a donor database
- Maintain confidentiality of all database records and information in accordance with internal policies and privacy laws
- Recruit volunteers for fundraising events (as needed)
- Identify prospects for sponsorship
- Reach out to local businesses for prospective in-kind donations (gift cards, raffle baskets, swag/promotional items, experience packages, etc.)
- Promote the organization and upcoming events
- Cultivate content ideas for press releases, blogs, email campaigns
- Assist in designing/distributing marketing materials
- Aid in planning, promoting, and attending fundraising events as needed

Please note: this position does not guarantee any interaction with the animals in training, nor will this individual be granted access to Grafton or Mansfield Correctional Institutions.

Qualifications:

- Experienced undergraduate or graduate student in non-profit management, social work, communications, marketing, or relevant field
- Excellent oral and written communication skills
- Personal qualities of organization, timeliness, flexibility, curiosity, collaboration and attention to detail
- General knowledge of Microsoft Word, Excel, and PowerPoint
- General knowledge of Adobe Photoshop and InDesign or other design software a plus!
- Ability to organize/prioritize work projects based on the needs of the organization
- Ability to work with a range of people, be personable, and show sensitivity to individual differences
- Commitment to the mission of changing the lives of children with disabilities
- Availability to work occasional evening or weekend for event help as needed
- Enthusiasm and dedication to teamwork
- Ability to work independently with little supervision, a self-starter

How to Apply:

Interested candidates may send a resume, cover letter, and relevant portfolio/work samples to info@wags4kids.com with the subject line: “Marketing and Development Internship.” No phone calls, please.