

MARKETING INTERNSHIP DESCRIPTION

Organization:

SPLORE is a non-profit organization that provides life-changing outdoor recreation experiences to children and adults with disabilities and special needs. SPLORE has been part of the Wasatch Front community for 30 years and annually serves more than 1,500 people with physical, cognitive, emotional and developmental disabilities. SPLORE's accessible adventures include white water rafting, canoeing, rock climbing, cross-country skiing and community-based outdoor recreation services. SPLORE is funded through a combination of grants, corporate donations, individual donations, and fundraising events.

Internship Position

SPLORE Marketing Internship

Dates

- 2007 Spring Semester
- 2 – 4 Credits / 84-168 Internship hours
(Approximately 8 – 16 hours per week for 12 weeks)

Stipend

- Approximately \$400 stipend for total Internship

Location

SPLORE, 880 E. 3375 S., Salt Lake City, UT 84106

Contact Person:

Erik Rolstad, Executive Director (erolstad@splore.org)

Phone: 484-4128 x 1, Fax: 484-4177

Description

You will be responsible for multiple aspects of marketing social service agency client services and fundraising efforts including: promotional materials, public presentations, advertising techniques, and fundraising activities.

Responsibilities:

Collateral Materials

- Develop written and website-based promotional materials for SPLORE activities, scholarship program, training offerings, and charitable donations / solicitations.

Marketing Techniques

- Develop and implement specific approaches to marketing SPLORE services and special events with an emphasis on client outreach and website development.

Presentations

- Provide public presentations to individuals and groups including SPLORE clients groups, community conferences, and other venues.

Fundraising

- Develop and implement materials and marketing methods for special fundraising events and capital campaigns.

Qualifications

- Strong Verbal and Written Communication Skills
- Ability to work independently and complete assigned tasks within identified timeframes
- Basic Desktop Publishing and Website Management skills (e.g.: Microsoft Publisher, Adobe PageMaker / Photoshop, etc.)
- Positive attitude, flexibility and problem solving mentality.
- Willingness to provide public presentations in a variety of settings
- Desire to work in a social service setting with a wide range of individuals with diverse needs.

Supervision

You will be assisted, directed, and supervised by SPLORE's Executive Director in coordination with Westminster Career Resource Center personnel.

Impact on Agency

Your participation in this administrative internship will provide much needed assistance in vital areas of our small, grassroots, social service agency. We are able to provide *accessible* and *affordable* services to people with disabilities by enlisting the "time, talent, and treasures" of volunteers and interns from the local community. SPLORE is a unique organization that brings people with disabilities together with their friends, families, care providers, and community volunteers in a safe, supportive, inclusive and fun outdoor environment. Your participation in this internship will help SPLORE continue to move forward in accomplishing this goal.

Personal Outcomes

This internship will train you in several aspects of social service agency / small business marketing. You will gain direct "hands on" experience in the aforementioned areas while developing an understanding of the marketing functions that support a charitable organization. You will also have an opportunity to participate on in SPLORE accessible outdoor adventure programs via adaptive rafting, rock-climbing, canoeing, and cross country skiing trainings and client programs.