



## **RESOURCE DEVELOPMENT & MARKETING (RDM) INTERNSHIP**

### **INTERNSHIP SUMMARY:**

Put your energy and passion to use and become part of a local nonprofit organization! Under the direction of the Marketing and Event Coordinator, the RDM Intern is responsible for assisting the RDM team with awareness campaigns, event coordination, external marketing efforts, and volunteer engagement.

### **ORGANIZATION IMPACT:**

Waypoint supports over 20,000 individuals in crisis each year. It is critical that the community knows about Waypoint's programs and how they can get involved through donating, volunteering, and spreading awareness. The RDM Intern will expand the RDM team's capacity to share Waypoint's mission and gain community support.

### **TIME COMMITMENT:**

Part-time with flexible hours between 8:00 a.m. to 5:00 p.m. Monday-Friday. Evening and weekend hours may be available, but are not required. Semester commitments are preferred, but can be adjusted to fit your schedule.

### **LOCATION:**

The RDM Intern will work out of Waypoint's main administrative office (318 5<sup>th</sup> St SE, Cedar Rapids), but may be asked to travel to other Waypoint offices or community events. Some virtual work may be available.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

- Support marketing efforts for awareness campaigns
- Assist in planning and executing fundraising events
- Support various marketing efforts, including:
  - Creating, editing, and distributing marketing materials
  - Developing social media engagement plans for Waypoint and KidsPoint Child Care
  - Ensure website content is accurate, engaging, and up-to-date
- Assist with coordination and promotion of volunteer projects
- Other duties related to Resource Development and Marketing efforts as assigned

### **REQUIRED SKILLS**

- Excellent communication, networking, and leadership skills
- Ability to work independently and manage multiple tasks
- Openness to working collaboratively with staff, volunteers, and community members
- Experience in sales, marketing, or event promotion is preferred, but not required

### **WHAT YOU WILL GAIN**

- An understanding of the intricacies of the nonprofit community and nonprofit best practices
- Knowledge of community resources related to child care, housing and shelter, and victim services
- The ability to communicate the program's mission and work to a variety of public audiences

Contact Ingrid Gustafson, Human Resources Coordinator, at 319.582.4995 or [igustafson@waypointservices.org](mailto:igustafson@waypointservices.org) with additional questions.

Apply online at <https://www.waypointservices.org/volunteer/internship-opportunities/internship-application>