



Impact Interns: Fall 2020

Organization Information

Organization Name:	Nonprofit Village
Address:	15800 Crabbs Branch Way, Suite 300
Website:	https://thenonprofitvillage.org/
Organization Description:	<p>The Nonprofit Village is a nonprofit serving the Washington, DC region by providing training and development programs that increase the sustainability of nonprofits, as well as affordable shared workspace. We envision a community where nonprofits possess the knowledge and business practices needed to serve more, collaborate more, and increase impact in the community.</p> <p>The “Village” is home to more than 40 nonprofit organizations and small businesses that support their growth. We conduct training for approximately 300 nonprofits a year in our beautiful office located in Rockville, MD. We partner with other nonprofits and corporations throughout the region to offer programs and services that will help start-up and emerging nonprofits thrive.</p>
Point of Contact: (Name, title, email)	Tom Colling, Deputy Director, tcolling@thenonprofitvillage.org

Position Description

Internship Time Period:	<input checked="" type="checkbox"/> Fall 2020 <input type="checkbox"/> Other: _____
Hours Per Week:	15
Undergrad/Grad Intern Preference: (you may only select one per project description)	<input checked="" type="checkbox"/> Graduate <input type="checkbox"/> Undergraduate
Internship Description and Duties:	<p>The successful intern will identify, develop, and execute media and digital strategies to deliver long-term strategic value for the organization throughout the region and potentially across the country.</p> <ul style="list-style-type: none"> • Understand the nonprofit sector and the role of a capacity building organization. • Identify media platforms that will help develop a pipeline of engaged partners. • Develop strategies to promote our services and drive suitable traffic to our website.



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	<ul style="list-style-type: none"> • Create engaging content for our social media channels and email and print marketing, including newsletter, outreach, cultivation of followers and annual report. Our platforms include Facebook, Twitter, Instagram, Google Business, and LinkedIn. Ability to decipher analytics as a performance measure. • Assist in periodically updating our website with new events and information. • Interface with United Way, Maryland Charity Campaign, World Bank, Catalogue for Philanthropy, and other workplace giving opportunities to promote Nonprofit Village. • Recommend communications projects through Catchafire, our volunteer portal. • Communicate with stakeholders including members, partners, donors, and Board.
<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>The main activity that the intern will be able to manage is a 4-month long program highlighting an award by working with the local access channel to produce a creative video that highlights the award recipient, creates script for digital interviews and schedules for the interviews, assist in engaging the sponsor by creating an opportunity for the company and brand to be highlighted during interviews and manages any photography that will take place to capture the award recipients.</p>
<p>Qualifications and/or skills desired:</p>	<ul style="list-style-type: none"> • Two years of college in related field • Two years of experience in marketing • Back-end experience with WordPress • Ability to think strategically and creatively • Ability to consistently emulate our organizations' voice • Familiar with Microsoft 365, Canva, WordPress, Constant Contact, • Strong interpersonal skills, ability to work collaboratively as well as independently • Self-starter, attention to detail and timelines • Creative and fun disposition
<p>The following information is required from the intern:</p>	<p><input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Cover Letter <input type="checkbox"/> Writing Sample <input type="checkbox"/> Other: _____</p>



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<p>Interviews will be conducted via the following methods:</p>	<p><input checked="" type="checkbox"/> Zoom <input type="checkbox"/> Google Hangouts <input type="checkbox"/> WebEx <input checked="" type="checkbox"/> Other: Whatever their platform of choice!</p>
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