

## POSITION DESCRIPTION

**Position:** Advocacy Engagement Intern – Utah County  
**Hiring Organization:** United Way of Salt Lake  
Salt Lake City, UT  
**Department:** Marketing and Communications  
**Reports to:** Vice President Marketing and Communications & Community and  
Advocacy Engagement Coordinator  
[uw.org](http://uw.org)

## ORGANIZATION BACKGROUND AND EVOLUTION

United Way of Salt Lake serves individuals and families in Davis, Salt Lake, Summit, and Tooele counties. This four-county area represents approximately 1.4 million people or about 52 percent of Utah's population.

For over 100 years, United Way of Salt Lake has served and strengthened the greater Salt Lake community. Established in 1904 as the Salt Lake Charity Association, its original mission was to help the poor, discourage panhandling, and coordinate multiple programs. The historic “community chest” with a broad charitable mission has transformed into an agent for social change focused on Collective Impact— bringing partners together in new and innovative ways to identify problems and develop lasting solutions.

United Way of Salt Lake houses United Way 2-1-1, a statewide health and human service information phone line, which connects individuals and families to important resources and volunteer opportunities.

## WORK ENVIRONMENT

UWSL’s work environment is fast-paced, friendly, committed, nonpartisan, and ever changing. Employees are dedicated, appreciated and recognized for their efforts, and all levels of personnel are engaged in the work daily. Our focus is on high level results – communicating, aligning, and integrating around our organizational goals.

## INTERSHIP OVERVIEW

UWSL is looking for a qualified intern to join our Marketing Department and focus on Advocacy Engagement. Interns will work directly with the Community and Advocacy Engagement Coordinator and the Vice President of Marketing and Communications. Interns will be assigned specific districts for which they will be responsible for all constituent and volunteer contact. Within each district, Interns are expected to recruit volunteers, build volunteer teams, collect pledge cards, and host events that will generate broad support for United Way’s legislative agenda. Interns will help organize house meetings, phone banks, and letter writing parties in key districts for the purpose of pledge card collection, constituent education, and citizen lobbying. Interns will be assigned specific goals and metrics that they will work to meet each week, and as the bill moves to committee or to the floor, they will contact supporters in key districts to provide grassroots support to lobbying efforts. This opportunity is perfect for students who are majoring in marketing, political science, public relations, or communications.

Interns should be prepared to work in a fast-paced team environment and will finish the internship having gained broad experience of the legislative process, grassroots organizing, volunteer management, digital marketing strategies and presentation.

## **KEY RESPONSIBILITIES**

- Recruit, train, and manage volunteers to implement Grassroots campaign/strategy
- Develop and maintain relationships with community leaders and volunteers
- Foster and develop neighborhood teams in assigned geographical regions
- Empower volunteers to develop into leadership roles within the program
- Conduct outreach to community groups to increase size and scope of program

## **POSITION REQUIREMENTS**

Qualified candidates will possess and/or be able to develop the following knowledge, skills, and abilities:

### Knowledge and skills

- Excellent written and verbal communication skills
- Active social media participant
- Knowledge of legislative process
- Confident presenter
- Understanding of the legislative process

### Abilities

- Ability to work in a fast-paced environment
- Superior organizational skills
- Detail oriented
- Ability to work independently
- Self-motivated team player
- Proven ability to manage volunteer groups

## **BENEFITS**

Upon satisfactory completion of internship, the student will receive a stipend award and/or school credit.

## **TO APPLY**

Please submit a letter of intent, a current resume which includes your educational work and experience (with dates), and three professional references to [jobs@uw.org](mailto:jobs@uw.org).