

INTERN JOB DESCRIPTION
Summer 2023
Development Marketing Assistant

Department: Development

Intern Direct Supervisor: Director of Development

2023 Project Overview and Goal: Assist or manage several specific projects designed to increase donations. Will include working on specific marketing pieces related to the Legacy Campaign, researching crowdfunding options, working with PR/Marketing department to increase the July WyoGives day, and working with database manager to segment current donors for targeted appeals.

Specific Duties / Responsibilities: We have several areas that need work, and it is unlikely that one person will be able to accomplish all tasks during the internship. Our plan is to narrow the following projects based on the skills and interests of our intern: 1) define various segments within our donor database for targeted marketing pieces; 2) work on specific marketing pieces as directed; 3) assist with marketing/pr campaign for WyoGives in July; 3) research and perhaps supervise a test for a possible crowd funding project; 4) much of the marketing work will focus on planned giving, an area of fundraising that includes working with donors to include us in wills, charitable trusts, and other non-cash or securities donations typically thought of for donations. This is a fast-growing and more complex area of fundraising, allowing the intern exposure to a very important and not well understood aspect of the field.

Qualifications: Marketing: 1) understanding of how to slice and dice data to effectively segment our database into targeted audiences. 2) understanding of how to define a target audience, and how to best tailor messaging to reach that audience. 3) excellent writing skills 4) self-starter

Institutional Goals and Benefits: The areas defined above have been identified by Development as needing focused attention and creativity to help us more efficiently and effectively reach specific donor segments with tailored messaging. The goal is to increase potential donors' interest and engagement, and ultimately giving.