Title of Project: Marketing and Development Intern

Main Contact: Melanie Perreault-LeBoeuf, Melanie@bottomline.org, Phone Number: 508-757-3400

Duration: Minimum of 180 hours.

Deadline: April 1, 2017

Location: 40 Southbridge Street, Suite 500, Worcester, MA 01608

Position Description:
Marketing and PR
- Develop written content we can use throughout the year for Facebook and newsletter.
- Help to create a monthly newsletter to students, partners and donors.

Event Planning and Support
- Provide logistical support for our fundraising events. Dinner and possible Rodman Ride team.
- Support solicitation of sponsorships, ticket sales and auction items for the Fall Reception, our largest annual fundraising event

Annual Giving/Giving Tuesday
- Develop written content for annual appeal and other publications
- Help develop a data base for donors

Other
- Conduct donor prospect research as necessary
- Support other development team and/or senior leadership team projects as needed
- Represent Bottom Line at events throughout the community
- Support other operations work
- Support the recruitment and intake of students to the Access and Success programs through workshop presentations and data entry.

Qualifications

Core competencies
- Ability to communicate with diverse populations via phone, text, email.
- Basic proficiency in Microsoft Word, Excel.
- Comfort interacting with students, families, colleagues, and donors from diverse backgrounds.
- Presentation and public speaking skills.
- Basic knowledge of data and comfort running reports and maintaining database records.
- Comfort writing marketing materials for public consumption.

Housing: Housing will not be provided. Students are responsible for finding their own housing.

For more info: Please, visit: https://www.bottomline.org/content/worcester

Funding: $2500 Available through the LEEP Fellows Program.

How to Apply: Students should send resume and cover letter to Melanie@bottomline.org
To apply for LEEP Funding and to be considered as a LEEP fellow, students must secure the position and complete the LEEP Fellows Application Process by March 3 (for early decision) or April 14th. Students will be required to submit a resume, cover letter, and a proposal outlining how they will complete their project.

Additional position information is available through Clark Recruiter. (Recommendation letters should be emailed directly to rmaddox@clarku.edu)

About the Organization:
Bottom Line's mission is to help low income, first generation students get into college, graduate college, and go far in life. Our vision is to dramatically transform urban communities by producing thousands of new career-ready college graduates. We achieve our mission by providing one-on-one, in-person guidance from college applications until college graduation. We provide long-term, data-driven, relationship-based guidance and we have achieved outstanding results. 98% of our high school seniors have been accepted to college and 78% of college students have graduated in 6 years or less, more than double the rate of low-income students nationwide.