



## Marketing and Communications Intern

### I. About

Supporting Opportunities for Ugandans to Learn (S.O.U.L.) Foundation uses a community-driven development approach to partner with communities to eradicate poverty in rural Uganda. Its main initiatives focus on education, women's empowerment, food security, and maternal health. Founded in 2009, S.O.U.L. now works in 30 communities across the Jinja and Iganga Districts and impacts over 14,000 rural Ugandans, the majority of whom are women and girls. As Ugandans become invested in each project, they emerge as leaders and teachers for their fellow Ugandans. For more information, please check out our website: [www.souluganda.org](http://www.souluganda.org).

Reporting to the Director of Operations, the Marketing and Communications Intern will oversee S.O.U.L.'s marketing, communications, and social media initiatives. S/he will apply skills in communications, marketing, and public relations to the nonprofit and international development contexts in order to streamline S.O.U.L.'s brand and execute communications projects that strengthen the organization's support network.

### II. Duties & Responsibilities

The primary responsibilities of this position include but are not limited to:

#### Marketing & Communications

- Work with the Director of Operations, Development Director, and CEO/Co-Founder to strengthen S.O.U.L.'s branding.
- Maintain the website, including curating monthly news/blog posts, managing search engine optimization (SEO), and troubleshooting issues.
- Manage social media platforms in line with the three-year strategic plan and the marketing and communications plan, working with the Director of Operations and field staff to develop monthly/quarterly social media calendars and curate all weekly content.
- Working with the Director of Operations to design compelling online and mail campaigns.
- Collaborate with the Director of Operations and development team to market events.
- Design and edit newsletters with DoO and DoD.
- Create and send surveys to donors, supporters, and potential.
- Collaborate with Uganda staff, photographers, volunteers, staff traveling to UG for quality images to tell the S.O.U.L. story.

#### Public Relations and Outreach

- Work with Director of Operations to establish a strong public relations presence at the local, national and international level, which will in turn engage and broaden S.O.U.L.'s network of supporters.

*Fostering sustainable and vibrant Ugandan communities through unique partnerships focused on education, women's empowerment, food security and health.*

[www.souluganda.org](http://www.souluganda.org) | [info@souluganda.org](mailto:info@souluganda.org)

S.O.U.L. Foundation, Inc. | 1031 33rd Street Suite 174 | Denver, Colorado 80205

- Help the Director of Operations and development team identify and build relationships with community stakeholders and partners to advance the mission and fundraising goals of the organization.
- Coordinate the distribution of organizational collateral, newsletters, and event-specific marketing materials.

#### **Other**

- Assist the Director of Operations and development team with event management as needed. This could include liaising with vendors, soliciting auction items, and helping execute day-of-event duties.
- Other duties as assigned.

### **III. Qualifications**

#### **Education**

- Bachelor's Degree, or in process, in marketing, communications, media, or equivalent is required. Efforts towards a Masters in relevant field is preferred.

#### **Professional Knowledge, Skills and Abilities**

- 1-2 years of professional experience in a similar setting, including nonprofit, international setting, and/or communications/public relations experience.
- Knowledge of best practices in marketing, communications, and social media preferably in a similar setting.
- Knowledge of and experience with graphic design and associated software preferred.
- Strong computer skills, with experience working with Google applications, Microsoft Office, Squarespace, and social media platforms.
- Knowledge of international development, East Africa, and S.O.U.L.'s program areas preferred.

#### **Personal Skills**

- Passion and commitment to S.O.U.L.'s mission, programs, and future.
- Strong organizational skills and *exceptional* attention to detail.
- Effective written and oral communicator.
- Ability to take initiative, identifying opportunities and proactively putting forward ideas and solutions.
- Ability to be a team player while at same time able to work independently and be a self-starter.
- Ability to manage time effectively and in several different areas, prioritizing tasks, creating deadlines, and following through on all projects.
- Ability to remain calm under stress and always operate in a professional manner.
- Ability and willingness to work flexible hours.
- Positive, creative thinker who is ready to join a dynamic team.

#### **Other**

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- Ability to work at the Posner Center for International Development in Denver, Colorado.
- Valid driver's license and access to a vehicle, especially during events.
- His/her own computer with relevant software.
- His/her own phone.

#### IV. Working Conditions

This is a minimum 3 month internship, with a 6 month timeframe preferred. The internship will be 20 hours per week (2-3 days per week) preferred. Work days can be flexible as needed.

#### V. Compensation & Benefits Working Conditions

This position is unpaid, but it offers the following benefits:

- Access to the Posner Center, the hub of Colorado's international development community, and work in an open office setting
- Opportunity to attend community events, trainings, workshops hosted by the Posner Center and/or Posner Center tenants and members
- Become an essential part of the committee for our upcoming capital campaign
- Develop a range of professional skills relevant to nonprofit work and the international development field
- Continuous support and supervision from Director of Operations

#### VI. Application Instructions

Applicants should send a resume, cover letter describing their interest in the position, and an example of relevant work to [jobs@souluganda.org](mailto:jobs@souluganda.org). Please include "[Your Name] -Marketing & Communications Intern" in the subject line. Applications will be reviewed on a rolling basis. Incomplete applications will not be considered. **No phone calls.**

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