

**VOLUNTEER DESCRIPTION**

Last Revised: March 2024

**TITLE:** Marketing and Communications Intern  
**SUPERVISED BY:** Director of Communications  
Marketing Specialist  
**DEPARTMENT:** Marketing and Communications  
**LOCATION:** Variable

**This is a volunteer position. Competencies and duties are representative of a general level of skill and complexity. A background check and submission of a photo ID are required. One internship is available per academic semester.**

**Service-Learning Outcome:** The intern will demonstrate competencies related to the implementation of social enterprise marketing strategies that educate and promote agency brands to both internal and external audiences.

**Areas of Concentration:**

- Community Relations
- Data Analysis and Analytics
- Corporate Communications
- Marketing/Advertising Campaigns
- Media Relations
- Social Media Management

**Measurable Performance Outcomes:**

- Articulate the role of marketing and communications in a social enterprise
- Develop and produce promotional materials that support strategic objectives
- Relate Goodwill's mission and its vision of the transformative power of work through service

**Qualifications:**

- Current enrollment in a related college-level major or service-learning program at an accredited two- or four-year institution
- Completion of *Goodwill 101* during the internship period
- Provide a minimum 20 hours of service during the internship period

**Entry-Level Competencies:**

- Ability to communicate with the public effectively through written and verbal skills
- Ability to use Microsoft Word, Excel, and Outlook
- Ability to collect and interpret data

- Ability to develop content for website and social media platforms using applications such as Photoshop and InDesign
- Ability to work as a member of a team and to work independently/remotely

**Physical Work Environment and Essential Functions:**

- Secure location within Goodwill's service area
- Travel to Goodwill locations and to offsite meetings and events
- Lifting and carrying up to 25 pounds
- Developed fine motor control (grasp, handle, manipulate objects with fingers)
- Standing for long periods of time; frequent bending, kneeling, reaching, stooping, squatting, pushing
- Extensive amounts of time looking at computer and/or cell phone screens

**Duties and Expectations:**

Please note this description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the individual performing this internship. Duties, responsibilities, and activities may change at any time with or without notice.

Interns must adhere to all policies and procedures of Goodwill Industries of Tennessee Area, Inc. This includes Goodwill's [Code of Ethics and Accountability](#).

Interns must abide by Goodwill Industries of Tennessee Area, Inc. compliance policies. The purpose of Goodwill's corporate compliance program is to prevent and detect any criminal, fraudulent, unethical, or improper conduct and take appropriate corrective action.

**VOLUNTEER ACKNOWLEDGMENT:**

I understand that no monetary or equity compensation for this volunteer service will be provided by Goodwill Industries of Tennessee Area, Inc., and that I agree to abide by all policies and procedures of my educational institution for participation in Goodwill's internship program.

I understand this volunteer opportunity and its requirements, and that I am expected to complete all internship duties designed in order to reach the desired service-learning outcome. I understand essential functions may be changed from time to time to facilitate Marketing and Communications goals. I will be able to perform the essential functions of this internship with or without accommodation. I understand that if I need accommodations for this internship, I will inform the Marketing Specialist and the Director of Communications of my accommodation needs.

I understand that during the volunteer position's term of service and thereafter, I will take no action that is intended, or could reasonably be expected, to harm Goodwill Industries of Tennessee Area, Inc. or its reputation or that could reasonably be expected to lead to unwanted

or unfavorable publicity to the company, its employees and stakeholders, or its service-learning partners.

I understand that Goodwill Industries of Tennesse Area, Inc. or a third-party, consumer reporting agency acting on its behalf will conduct an investigation to obtain information about my background relevant to this volunteer opportunity and its requirements. This statement certifies that I release Goodwill and anyone providing such background information from any and all liability and damages whatsoever in connection with collecting, furnishing, obtaining, or using such information.

This statement certifies that I release Goodwill Industries of Tennesse Area, Inc. from any liability due to personal injury, illness, or damage to any personal property while completing requirements of this internship at any location to which I am assigned.

\_\_\_\_\_  
Printed Intern Name

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Intern Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Marketing Specialist Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director of Communications Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Vice President of People Operations Signature

\_\_\_\_\_  
Date