



## POSITION PROFILE

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**Position:** Development & Marketing Intern

**Company:** CASA of Kent County

**Location:** Grand Rapids, Michigan

**Reporting Relationship:** Development & Marketing Specialist

**Website:** <https://casakentco.org/>

**Compensation:** Internships will not be paid on an hourly basis. We will work with your academic institution to help meet for-credit requirements and learning standards. A \$500 stipend will be awarded at the conclusion of the internship term.

**Time Frame:** Internship terms will follow the academic calendar. Positions will last for a period of approximately 14 weeks. Internship hours can be flexible to meet for-credit requirements.  
Winter: January - May    Summer: May - August    Fall: September - December

## COMPANY BACKGROUND AND CULTURE

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CASA of Kent County is a non-profit organization that looks out for the best interests of abused and neglected children as they make their way through the family court system.

CASA trains volunteers to investigate, facilitate, advocate and monitor services for children who are wards of the court due to abuse and neglect. CASA volunteers present first-hand information and observations to help judges make the very best decisions about children's futures. Community impact studies prove that children served by a CASA spend less time in long-term foster care and are less likely to reenter the child welfare system.

**Our Mission:**

To empower community members to advocate for abused and neglected children by being their voice in court.

**Our Vision:**

A voice for every child.

## POSITION SUMMARY

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Intern will work closely with the Development & Marketing Specialist to complete various projects and tasks related to fundraising and communications. This role will have the opportunity to learn and practice several skills such as event planning, social media management, donor stewardship, database management, email creation and scheduling, website maintenance, content writing, and more. The intent of the position is to create a flexible environment for the intern to hone skills specific to their career interests while supporting CASA of Kent County's mission

## KEY LEARNING AREAS

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### Donor Database

- Learn Bloomerang donor database general functionality.
- Practice running reports as directed by CASA staff.
- Manage gift entry process and generate appropriate acknowledgement letters.
- Maintain database with accuracy and update donor information as needed.

### Event

- Learn event planning process for major CASA of Kent County events.
- Participate in day-of coordinating and volunteer management for events during internship period.
- Attend event planning meetings.
- Communicate with volunteers and event participants.

### Marketing

- Create social media and email content and manage scheduling process.
- Write and edit copy for newsletter articles, blog posts, and other marketing materials.
- Learn basics for updating a WordPress website.

### Fundraising

- Participate in the development communications planning process.
- Learn to execute administrative fundraising tasks like mail merges, database uploads, creating mailing labels, etc.

### General

- Participate in office events and staff meetings as available.
- Learn about general office tasks and workplace culture.
- Practice time and project management skills.

## QUALIFICATIONS

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This internship is an opportunity for growth. Key learning areas are not expected skills for candidates to have, but potential learning experiences during the academic term.

### Required Skills:

- Strong organizational skills.
- Strong attention to detail.
- Strong written and verbal communication skills.
- Familiarity with Microsoft Office Suite.
- Familiarity with social media platforms.
- Curiosity and initiative.
- Ability to work 10-15 hours per week in the CASA of Kent County office for one semester.

**Desired Skills:**

- Familiarity with the nonprofit sector.
- Experience using Canva or InDesign.
- Basic knowledge of Microsoft Outlook.

**APPLICATION PROCESS**

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To apply, email a cover letter and resume to:

[samantha.johnson@kentcountymi.gov](mailto:samantha.johnson@kentcountymi.gov)

Samantha Johnson

Development & Marketing Specialist

Minorities and persons with disabilities are encouraged to apply.