



## **ABOUT THE ORGANIZATION:**

Founded in 2007, the Council of Urban Professionals (CUP) connects, empowers and mobilizes the next generation of diverse business and civic leaders. Today, CUP is an energetic 21st century leadership development organization with a multicultural constituency of African-American, Latino, Asian-American/Pacific Islander, and women professionals. With over 1,200 individual members, a national network of 20,000 partners and 50 corporate members spanning industry sectors, CUP works through a series of programs and forums to offer leadership and professional development, access to powerful decision makers and institutions, and civic engagement opportunities for diverse leaders. We broadly engage the private and public sectors including: financial services, law, media and entertainment, digital and technology, consulting, education, and non-profit organizations.

## **ABOUT THE INTERNSHIP:**

Senior Marketing & Events Interns will have the opportunity to work and learn in the areas of marketing, communications, event planning, and partner relations. Responsibilities (include, but are not limited to):

### **Marketing**

- Draft monthly newsletter (Constant Contact).
- Draft e-mail blasts (Constant Contact).
- Website review and maintenance (Word Press).
- Maintain photo and video library.
- Post on social media sites (Facebook, Twitter, etc.).
- Database (Constant Contact) and spreadsheet (Microsoft Excel) entry.

### **Events**

- Assist with special event planning and production.
- Research potential event sponsors, marketing/media partners, and speakers.
- Draft correspondence to sponsors, marketing/media partners, speakers and other target audiences.

## **Administrative**

- Set appointments.
- Make phone calls; respond to inquiries.
- Filing, faxing.
- Other duties as assigned.

**TERMS OF SERVICE AVAILABLE:** Fall 2012, Winter 2012, Spring 2013, and Summer 2013. Students are welcomed and encouraged to stay the entire year.

## **BENEFITS INCLUDE:**

- Managerial and leadership training and experiences;
- Assistance with your job search, including resume and cover letter guidance and a letter of recommendation;
- Introductions and career connections with professionals from a variety of industries;
- Phenomenal exposure to the non-profit, public and private sectors;
- Access to senior level executives and robust CUP network of professionals;
- Networking opportunities focused on professional development;
- Associate Membership with CUP for 1 year (a \$250 Value), pending completion of 1 semester of interning at CUP;
- Executive Membership with CUP for 1 year (a \$1,000 Value), pending completion of 2 consecutive semesters of interning at CUP;
- Executive Memberships with CUP for 2 Years (a \$2000 Value), pending completion of 3 consecutive semesters of interning at CUP;
- Stipend commensurate with performance for Senior Marketing Intern, following completion of internship.

**REQUIREMENTS:** Successful candidates will be highly organized, have excellent written and oral communication skills, and have the ability to work well on a team. **Candidates must also be detail orientated, able to work on multiple projects at one time, and meet deadlines.** Candidates must be comfortable with Microsoft Office (Word, Excel, PowerPoint, and Outlook), Constant Contact, and WordPress. Proficiency with conducting research, as well as using mail merges and social media, are a plus. Reliability and punctuality are a must. Previous marketing experience strongly preferred. An

interest in non-profits, event planning, and a desire to learn marketing skills preferred. Laptop is required.

**Senior Marketing & Events Intern Candidates must be available to work a minimum of 30 hours per week.** They will receive a stipend at the end of the internship that is commensurate with performance. *Candidates who can only commit to a minimum of 20 hours per week will be considered for the junior internship program, but will not receive payment.*