



# YMCA of Reading and Berks County

## Intern Posting

Title: **Special Event Intern – Marsh Madness**

Req #: 17-092

Location: Reading, PA

Status: 16 to 20 hours per week from 11/1/17 to 3/31/2017

### POSITION SUMMARY:

Development Intern will assist with the planning and implementation of the YMCA premier fundraising event – Marsh Madness. The Special Events Intern will work directly with the Director of Development in the coordination, planning, promoting and “day of” support as needed. This person will be key in promoting the Corporate Team Challenge program and Team recruitment.

### ESSENTIAL FUNCTIONS:

1. Provide support for the Development Department
2. Assist with planning and implementation of the fundraising event, Marsh Madness as assigned.
3. Assist with acknowledgement of gifts, donations, and pledges, including incentive prize fulfillment.
4. Assist with obtaining donations of cash and in-kind donations for related events.
5. Assist with related marketing for special events. (i.e. email campaigns, Facebook posts, Firstgiving fundraising pages.
6. Responsible for meeting Corporate Team Challenge and Team Recruitment goals.
7. Assist with after-action reports for Marsh Madness. Assist with tracking donors from Marsh Madness. Utilize existing database for special events.
8. Assist as needed Day Of Event.
9. Assist in event office/administrative tasks; returning phone calls, requesting donations.
10. Attend Committee Meeting regularly and attend scheduled health fairs, races and community events to promote event.
11. Contact vendors/businesses/race coordinators/event organizers as needed to confirm event logistics. (ex. set up time, hours of event, expected attendance at event)
12. Work with Team Challenge Manager and/or key volunteers to figure out event logistics (ex. need for additional support or materials)
13. Organize materials and display to take to events
14. Represent the YMCA & Marsh Madness and Corporate Team Challenge and Team Recruitment at community events
15. Discuss Corporate Team Challenge and Team Recruitment program to interested individuals at events and get them signed up for email leads list
16. Event planning, promotion, and on-site execution

### QUALIFICATIONS:

1. High school diploma and minimum of 2 years of college course-work completed with marketing, communications, event planning, public relations or another relevant concentration as a declared major.
2. Proficient with Microsoft Windows, Excel, Access, PowerPoint, Publisher and Word. Experience with WordPress or other relevant web software is preferred.
3. Comfortable with Social media Platforms.
4. The ability to read and comprehend simple instructions, short correspondence, and memos. The ability to write simple correspondence. The ability to effectively present information in one-on-one small group situations.
5. Ability to apply to add, subtract, multiply, and divide
6. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

**To apply for this position, please send your resume to: [careers@ymca-berkscounty.org](mailto:careers@ymca-berkscounty.org) and indicate the job title AND Req # of the position in the subject line of the email.**

For more information about the Reading and Berks County YMCA please visit our website!

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