



INTERNSHIP JOB DESCRIPTION
A Family For Every Child/ Heart Gallery
Text Messaging & SMS Marketing Campaign
Intern/Volunteer Job Description

AGENCY DESCRIPTION:

AFFEC is a nonprofit organization located in the Oregon.

AFFEC'S mission is to finding loving, permanent families for every waiting foster child.

JOB SUMMARY: Develop Text messaging and SMS campaign for our organization. Use for recruitment, marketing, education and fundraising. Start from step 1 and build a plan to incorporate text/SMS in all our programs.

INTERN RESPONSIBILITIES:

Under the supervision of the Christy Obie-Barrett, the intern will:

- A. Research SMS/Text message options, companies, write up options present to ED
- B. With ED, decide on Companies/Partners to pursue- engage them further
- C. Create a Marketing Plan and time line
- D. Outline Web work needed to do, and process for completing, who and when
- E. Design Marketing outreach to build SMS/Texting Opt-in campaign
- F. Create Web, newsletter, targeted emails, PSA, targeted emails to do outreach
- G. Execute plan, work through barriers, evaluate, next steps

EDUCATION NEEDED:

- > PHP/HTML/CSS/Dreamweaver CS5
- > Programming: Object Oriented Programming in C#, Java, or C ++.
- > Protocols: Familiarity with TCP/IP (HTTP/SMTP/POP3/etc)
- > SMS/Texting
- > Database Interfacing: SQL and interfacing to programs
- > call interfaces
- > Frameworks: Familiarity with at least one framework.

SKILLS/QUALIFICATION REQUIRED:

- Excellent oral and written communication skills, with ability to communicate with diverse populations
- Computer skills/Data entry
- Experience using Microsoft Excel and PowerPoint programs
- Well organized with attention to detail and ability to carry out tasks independently
- Ability to meet deadlines
- Web programming skills to help design text messaging and SMS set up

PERSONALITY BEST SUITED FOR THIS POSITION: detail orientated, committed, follow through

EXPERIENCE OR SPECIAL SKILLS DESIRED: Web skills, ability to work through barriers, programming experience

SCHEDULE:

9 hours a week-minimum

Several days a week

CONTACT: Christy Obie-Barrett, Christy@afamilyforeverychild.org, 541-343-2856

ASSIGNED TO _____

DATE ASSIGNED _____

DATE ENDING/COMPLETED IF ONE _____