



## **Vitalant Internship Program Community Engagement Intern**

### **Overview**

Community Engagement interns form part of the donor recruitment team for the Memphis, TN regional office of Vitalant, a national non-profit organization. Vitalant is a community blood bank that relies on volunteers to donate blood to save the lives of patients in Memphis area hospitals. Interns will gain relevant employment experience as they assist the Community Affairs Manager, the Donor Recruitment Manager, the Communications Manager, and the Regional Director. Community Engagement interns conduct research, prepare proposals, make presentations, host events, recruit volunteers to serve as blood drive coordinators, coordinate communications with volunteer blood drive coordinators, organize/maintain a youth leadership council comprised of volunteer blood drive coordinators, and innovate new ways to rebuild the volunteer blood donor base.

### **Learning Objectives**

The Vitalant Internship Program aims to provide the student with learning experiences to accomplish the following objectives:

- To develop sound work ethics, integrity, self-confidence, interpersonal and problem-solving skills
- To understand the dynamics of building and managing a team in a professional environment.
- To engage in business planning and project management to meet identified goals
- To expand professional networks and engage in community and awareness building

### **Community Engagement Intern Responsibilities/Expectations:**

- Demonstrate passion for Vitalant's mission and vision.
- Serve as an advocate and raise awareness about the constant need for blood.
- Conduct research or gather information through partners, volunteers, institutions or channels (e.g. online platforms, social media) that can assist with recruiting volunteer Blood Drive Coordinators (BDC).
- Attend and participate in meetings (virtual/in-person), trainings, events, and gatherings.
- Build and manage relationships with volunteers and community leaders in high schools, colleges, and universities on behalf of Vitalant.
- Utilize marketing tools to help spread the word to recruit perspective volunteer BDC including but not limited to social media.
- Identify and recruit 15 youth and/or young adults with the right skills, talents, and enthusiasm to become volunteer BDC resulting in 15 units of blood collected per BDC to total 255 units collected.
- Disseminate information for upcoming actions and events.
- Update documents and records.
- Review performance against targets and goals.
- Carry out communication processes.

- Identify potential weaknesses and offer improvement suggestions.
- Document progress towards learning objectives and deliver presentations to staff and other stakeholders.
- Assist with the development and coordination of Youth and Faith Leadership and Blood Drive Coordinator Councils.
- Participate in intern orientation and complete all relevant training.
- Perform all other duties at the discretion of the assigned manager or staff member.

**Community Engagement Intern Requirements:**

- Preferably a junior/senior or graduate student attending a Memphis area college or university
- Preferably a student majoring in business, marketing, communications, nonprofit administration, or a related field
- Driver's license may be required
- Highly motivated, self-starter, energetic, and resourceful
- Ability to work independently or as part of a team.
- Organize and manage a team
- Process mistakes and successes as a learning process
- Effective interpersonal skills and ability to demonstrate a professional attitude and appearance
- Conduct research, as well as create and execute a plan (marketing/sales)
- Manage complex projects (project management)
- Social media and communications skills (communications)
- Willingness and ability to motivate others
- Proficiency in a foreign language would be advantageous