



Job Title: Brand Experience Intern

Reports to: Director of Engagement & Events

Pay: \$17/hour

Preferred Start Date: September 2026

FLSA Status: Non-Exempt

Core Hours: Up to 15 hours/week

Revision Date: August 2026

Work Model: Hybrid

ROLE OVERVIEW

The Brand Experience Intern plays a key role in bringing United Way's events, projects, and marketing touchpoints to life. This part-time position supports general UWP and Donor Network events, ensuring each experience reflects the organization's brand, tells a clear story, and runs smoothly from start to finish. This role is well suited for someone who enjoys the details of event planning, is comfortable communicating with donors and corporate partners, and can move easily between behind-the-scenes logistics and on-site, day-of execution.

KEY RESPONSIBILITIES

Event Logistics & Support

- Provide logistical support for general UWP and Donor Network events
- Assist with event planning timelines and internal/external communication
- Support setup and breakdown on the day of events
- Serve as on-site support for logistics and troubleshooting during events
- Develop event-specific content, including invitations, Eventbrite pages, and email communications

Signature Project Support

- Assist with planning and execution of signature UWP projects and initiatives
- Support communications and engagement efforts with corporate partners tied to events

Marketing Support

- Assist with social media content creation tied to events and organizational initiatives
- Support design of print and digital collateral for events and campaigns
- Contribute copywriting support for event-related stories, blog posts, or emails

Other

- Maintain integrity and keep all sensitive information confidential.
- Other duties as assigned.

SKILLS & QUALIFICATIONS

- Completed or actively pursuing associate's or bachelor's degree preferred.
- Experience with event planning, coordination, or support (nonprofit experience a plus)
- Strong written and verbal communication skills
- Comfortable using platforms such as Eventbrite and email marketing tools
- Familiarity with social media platforms and basic design tools (e.g., Canva) a plus
- Strong organizational skills and attention to detail
- A collaborative, can-do attitude and comfort representing United Way's brand in front of donors and community partners.
- Regular and sustained attendance required.
- Ability to lift/move event materials and be on your feet during setup, breakdown, and event hours
- Flexibility to work evenings and weekends as event schedules require
- Must have valid driver's license and access to transportation throughout the workday for travel to event sites across the three-county service area

WHY JOIN US?

- Flexible work environment
- Supportive and caring team
- Opportunity to make a difference in our community

OUR COMMITMENT TO OPPORTUNITY FOR ALL

We believe that everyone deserves the opportunity to thrive. And that means everyone.

- We value the visible and invisible qualities that make you who you are.
- We welcome that every person brings a unique perspective and experience to advance our mission and strengthen health, youth opportunity, community resiliency, and financial security across our community.
- We believe that each United Way community member, donor, volunteer, advocate, and employee must have access to solving community problems.
- We strive to include practices promoting access and involvement of all community members at the center of our daily work.
- We commit to using these practices for our business and our communities.

Read more at <https://www.uwpiedmont.org/aboutus>.

PHYSICAL DEMANDS and WORK ENVIRONMENT

This role includes a variety of activities such as sitting, standing, talking, and using a computer or phone. Occasionally, tasks may involve reaching, bending, kneeling, or lifting and moving items up to 25 pounds. The work environment is typical of an office setting, with moderate noise from phones, printers, keyboards, and visitors. It also involves working at a desk, computer terminal, or in conference rooms.

We are committed to creating a workplace where everyone feels included. If any of these tasks or conditions present challenges, we're happy to explore reasonable accommodations to support your success and comfort in this role.

The United Way of the Piedmont has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent an expressed or implied contract of employment nor does it alter your at-will employment, and the United Way of the Piedmont reserves the right to change this job description and/or assign tasks for the employee to perform, as the United Way of the Piedmont may deem appropriate.

HOW TO APPLY

We know that not everyone checks every box on a job description, and that's okay! If you're excited about this role and believe you could contribute to our team, we encourage you to apply. We value diverse skills, experiences, and perspectives, and we're committed to building a workplace where everyone feels they belong.

United Way of the Piedmont is an Equal Opportunity Employer and Employer of National Service, AmeriCorps, Peace Corps, and other National Service. Alumni are encouraged to apply.

To apply, please email your resume, cover letter, and work samples to Marissa Human at mhuman@uwpiedmont.org.