

KODA Midwest

420 Meadow Oak Trail Deforest, WI 53532

www.kodamidwest.org 608.234.5049



KODA Camp Marketing Intern from University of Wisconsin- Milwaukee

KODA Midwest is a vibrant, growing nonprofit that provides a camp for kids with deaf parents. Our model of bringing KODAs together for a 1 or 2 week camp based on age allows KODAs to find others like them, find friends from all across the world, and help each KODA find their identity. KODA Camp Midwest located in Poynette, Wisconsin, allows for the unique opportunity to find community, strength, and identity. Established in 2008, KODA Midwest has had over 500 campers come through our program and continue to become strong, independent, productive members of society. This internship allows for KODAs/CODAs and interested members of the public become involved in helping KODA Midwest expand.

Position Learning Outcomes: The goal of this virtual part-time, 10 hour a week academic year position is to create marketing materials to help the organization build awareness and share the impacts of our work. This position will experience the “nuts and bolts” of a growing nonprofit organization and get hands-on experience in many areas related to marketing. This includes: parent and donor communication, building word of mouth and social media connections, building professional relationships with the board of directors, and growing in their confidence and voice as KODA Camp Midwest encourages interns to take ideas they may have and expand upon them.

This position requires 9 hours a week virtually and 1 hour a week in person on or near UWM campus for one on ones, and the use of a smartphone and a computer. Intern is required to have their own laptop and phone. KODA Camp will provide access to all related software needs.

Primary Responsibilities:

- Improve upon KODA Camp Midwest’s current marketing practices.
- Create stories (photographic, written, and/or digital) about the activities at KODA Camp.
- Maintain and update KODA Midwest’s website.
- Publish engaging content to KODA Midwest social media channels.
- Improve parent and donor communications through newsletters, emails, and social media.
- Identify target audiences for the newsletter and create segmented newsletters for those audiences.
- Identify the social media posts for the 2023-2024 year and create KODA Camp Midwest branding with those posts.
- Update KODA Camp Midwest’s Youtube page to include better SEO, playlists, and videos.
- KODA Camp Midwest will also be flexible and open to projects with the intern's passions or experience.

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Skills/Experiences Gained from this Position:

Critical Critical and Creative Thinking Skills

Student employee will be able to adapt and apply skills, abilities, theories, or methodologies gained in one situation to new situations to solve difficult problems or explore complex issues in original ways.

Effective Communication Skills

Student employee will be able to meaningfully articulate how experiences outside of the formal classroom deepens their understanding of fields of study and broadens their points of view.

Intercultural Knowledge and Competence

Student employee will be able to articulate insights into their own cultural rules and biases.

Individual, Social, and Environmental Responsibility

Student employee will be able to provide evidence in civic-engagement activities and describe what they have learned about themselves as it relates to a reinforced and clarified sense of civic identity and continued commitment to public action.

Qualifications: High school diploma or GED is required. Excellent oral and written communication skills are needed. Some college coursework in photography, journalism, marketing, digital storytelling or another related field are preferred. Applicants should have social media familiarity (Facebook, Instagram, LinkedIn); competency with computers, Google Suites, Mailchimp and be well organized with an attention to detail. Must have access to a computer and a phone. The ideal candidate shows initiative, creativity, and must be able to work independently with limited supervision.

Internship Duration: This position requires 10 hours a week for the academic year September 2023 - May 2024. 9 hours a week will be virtual with a one hour a week one on one with the supervisor, Maris Dishno on or near the UWM campus. Hours can be flexible and determined together with the intern and supervisor.

Reports to: Business Manager, Maris Dishno. maris@kodamidwest.org 608-512-8745

Compensation: College credit and stipend paid through University of Wisconsin Milwaukee with an hourly wage of \$17/hour.