



2023 Administrative Assistant Intern Work Plan – Goals and Objectives Summary

Three Primary Goals and Objectives:

- *Routine office duties such as answering phones, prepping for meetings.*
- *Marketing the community foundation on social media.*
- *Create ads promoting the services of the community foundation.*

Applicant must be entering into college or be a college student.

Supporting the Foundation

- Assist the staff with creating a digital annual report model for use on website.
- Assist the staff with developing a presence and plan for increased awareness of the community foundation in the community and on social media.
- Assist the staff to develop a plan for National Philanthropy Day fundraising campaigns for the next 2-3 years.
- Increase the community awareness by evaluating and improving the foundation's presence on social media platforms, website, monthly donor/fund representative communications, ads, and general marketing efforts.
- Develop a consistent message through social media platforms and website.
- Update the foundation's donor legacy photos on the front entrance TV greeting.
- Develop a list of swag items.
- Enhance the foundation's contact with and develop a marketing campaign for the Noble Legacy Society members for the current year and the next 2-3 years.
- Contact past scholarship recipients to capture their "after college life" stories to share with donors. Develop list of survey questions for students who receive scholarships as a follow up through our software system.

Organizing

- Assist with daily projects in the office such as organizing and assisting other staff members.

Updated 3/29/2023

