



Business Development & Marketing Intern

PAID SUMMER INTERNSHIP

Rainbow Days, Inc. (RDI) is seeking a highly motivated individual to join our team for a Summer Internship to gain practical, hands-on business experience supporting the product sales and marketing efforts of a local nonprofit organization.

POSITION DESCRIPTION SUMMARY: Rainbow Days' Business Development & Marketing Intern will support the organization's Training & Curricula department. The Training & Curricula department takes RDI's core service, the Curriculum-Based Support Group (CBSG) Program and expands its reach by virtually training prevention staff and other youth-serving professionals throughout Texas and across the nation. The Business Development & Marketing Intern will help grow this line of business through prospecting, research, data & analysis, phone calls, emails, marketing communications and other related strategies to support growth. As a Social Enterprise, all profits generated by Training & Curricula sales go straight back into Rainbow Days mission which *helps children and youth in the Dallas community build coping skills and resilience to create positive futures.*

CORE DUTIES:

- Research prospective schools and nonprofit organizations who would be good prospects for Rainbow Days Training & Curricula
- Compile list of prospects
- Assist with developing the marketing and communications campaign to reach out to prospects
- Reach out via phone and email to pitch the products/services, make introductions, and set up meetings for Training Manager
- Make recommendations to improve Training website to encourage and support business growth, including editing and formatting
- Assist with other marketing strategies, including making recommendations on Rainbow Days Google Ads grant and social media strategies
- Track progress and work closely with Training Manager to achieve goals
- Other duties as assigned.

EDUCATION, SKILLS and REQUIREMENTS:

- Current undergraduate or Masters Level Student, with a minimum of 2 years of coursework completed.
- Preferred Majors: Business, Marketing, Management, Communications
- Excellent communicator – both written and verbal
- Strong organization skills with attention to detail
- Strong work ethic, positive attitude, and good interpersonal skills
- Team player, yet works well individually
- Creative problem-solving

In addition to the above, this position Intern shall demonstrate a commitment to the philosophy and goals for RDI and a level of energy commensurate with RDI expectations.

REPORTS TO & EVALUATED BY: Training Manager

HOURS: Part-time or Full time (20-40 hours/week)

LOCATION: Required to work in RDI office at least 3 days per week.

EMPLOYMENT LENGTH: June 2024 – August 2024 *(possibility to continue in a part-time capacity throughout the school year if student is local)*

SCHEDULE: Typically, Monday – Friday, 9am – 5pm.

SALARY: Competitive Salary commensurate on experience and qualifications.

LOCAL TRAVEL: This position will be reimbursed for his/her local travel at the current state rate of \$0.625 per mile. No out-of-town travel will be required.

OUT-OF-TOWN TRAVEL: 0%

APPLICATION:

Email your **cover letter and resume** to WendiM@rainbowdays.org

About Rainbow Days: *Rainbow Days, Inc. is a Dallas-based 501(c)(3) nonprofit organization with over 42 years of experience providing evidence-based curricula and proven programs to serve children, youth and families experiencing poverty, homelessness, and other adversities. Each year Rainbow Days supports, strengthens, and improves mental, emotional, and behavioral health of over 15,000 children and youth annually.*