



PA 211 Website Database Internship Description – Spring 2022 Semester

PA 211 is a nonprofit organization that connects members of the public to health and human service agencies designed to help them meet a large array of needs. We maintain an extensive database of community resources at pa211.org. The Website Database Intern for the Spring 2022 semester will focus on supporting our goal to make pa211.org a powerful, easy-to-use tool that Pennsylvanians can use to connect to the help they need.

Website Database Intern Duties and Responsibilities

- Report to the United Way of Pennsylvania Operations Manager
- Identify taxonomy coding and style inconsistencies on the web-based database listings for priority service terms, contributing to the improvement of statewide accessibility of information on pa211.org (this is a continuation of work started in previous internships)
- Pinpoint priority service terms on pa211.org that would benefit from the addition of more regional resources
- Identify highly-trafficked service term links using Google Analytics, as well as additional priority service terms from 211 Counts, and make sure these are easy to access on the website; ensure that any new service term links have definitions associated with them within the category search
- Compile research on conversational search engines used by other 211's and similar services
- Use Google Analytics and Google Keyword Planner data to inform use terms to facilitate searches by keyword on pa211.org
- Research web-based social service resources that can be included alongside PA 211's database of Pennsylvania service providers on pa211.org
- Execute approved changes within the CRM database of service providers
- Complete any special projects or pilots as assigned

Requirements

- Studying Marketing, Communications, Business, Web Design, UI/UX, English, Social Sciences, or related field
- Nonprofit or volunteer experience preferred
- Web design, UI/UX, website analytics, and SEO experience a plus
- CRM database experience a plus
- Knowledge of social service delivery system a plus
- Ability to work independently
- Ability to work remotely

- This is an unpaid internship for academic credit and the student is responsible for initiating the process with their academic advisor, providing all necessary university paperwork to PA 211 in a timely manner, and coordinating the approval process through their university

Benefits

- Gain hands-on experience in a dual UX/web design and CRM database position, making meaningful changes to a website that currently serves 50,000 users per month
- Shadowing and training experiences with knowledgeable professionals, including guidance on how to use analytics and planning tools to optimize web design for user experience
- Opportunity to attend networking events and company meetings
- Flexible schedule for students – partially in-office in Lemoyne, PA, and partially remote

Application Instructions

Resumé, cover letter, and one reference due by December 10, 2021 to Kate Henry, Operations Manager, at kate@uwp.org.