



## 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](http://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 November 19, 2021 to Kate Henry, Operations Manager, at [kate@uwp.org](mailto:kate@uwp.org).