



PA 211 Website Database Search Internship Description

211 connects members of the public to health and human service agencies that are designed to help them meet a large array of needs. We maintain an extensive database of community services at pa211.org. The Website Database Search Intern will focus on supporting PA 211's goal to provide web-based category and keyword searches that are powerful, easy-to-use tools that members of the public can use to connect to the help they need.

Website Database Search Intern Duties and Responsibilities

- Report to the United Way of Pennsylvania Operations Manager and the PA 211 Quality Assurance Director
- Support the PA 211 team in researching and recommending revisions to the structure and terminology used in the pa211.org category search
- Use Google Analytics and Google Keyword Planner data to inform alias terms to be added to PA 211's database of service providers, to facilitate searches by keyword on pa211.org
- Identify taxonomy coding and style inconsistencies on the CRM database listings for priority service terms, contributing to the improvement of statewide accessibility of information on pa211.org
- Pinpoint priority service terms on pa211.org that would benefit from the addition of more regional resources
- Research web-based 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, Database Management, Information Technology, Information Systems, Computer Science, Data sciences, Social Sciences, or related field preferred
- Non-profit or volunteer experience
- CRM database experience
- Web design, UX, website analytics, and SEO experience a plus
- Knowledge of social service delivery system
- Ability to work remotely
- Appointment begins January 18, 2021 and ends May 10, 2021

Benefits

- Gain hands-on experience in a dual web design and CRM database position
- Compensation available
- Shadowing and training experiences with knowledgeable professionals, including guidance on how to use analytics and planning tools to optimize web design

- Work remotely from home or campus
- Opportunity to attend networking events and company meetings
- Flexible schedule for students

Application Instructions

Resumé and cover letter due by 11AM, January 17, 2021 to Kate Henry, Operations Manager, at kate@uwp.org.