

Marketing Communications Intern: supports marketing and communications efforts and activities, including public relations, social media, website and printed materials. Responsibilities include:

#### Marketing:

Assist with marketing efforts, including but not limited to:

- Assist with scheduling Wish Families to attend events and meetings
- Assist with research and determination of relevant best marketing practices
- Draft correspondence, letters, memos, e-mails, and other documents
- Assist with marketing materials (advertising, collateral and presentations) for events
- Attend events and assist with on-site logistics

#### Communications:

Assist with communications functions, both internal and external, including:

- Research, expand, and update directory of media contacts
- Draft media releases, columns, newsletter articles, and other documents
- Handle incoming media calls, make pitch calls with story ideas for media
- Input and edit content on the organization's web site and Facebook page
- Implement expanded use of Twitter and other social media
- Some general administrative duties as appropriate

#### Essential Duties, Responsibilities, and Skills:

- Ability to learn quickly and be a self-starter
- Excellent organizational and communication skills (both in-person and on the phone)
- Strong writing and problem-solving skills
- Proficiency with Microsoft Office Suite (Outlook, Word, Excel, PowerPoint)
- Ability to multi-task and complete projects responsibly

- Work well with staff and all constituents
- Keep a regular attendance schedule (to be finalized between supervisor and the intern)

Education and/or Experience Requirements:

- Majoring or specific interest in marketing and/or communications
- Currently enrolled as a college Junior or Senior (or graduate program)
- Some experience in an office or business environment