

Communications Intern – project description

Title: Communications Intern | **Location:** Greenville, SC | **Reports To:** Director of Communications

Description: The intern for communications will oversee a three-point project. With this project the intern will gain experience and knowledge in nonprofit best practices involving donor development, working with constituents, and marketing plus creative services.

- **Social Media Management** - The intern will serve as the point-person for managing the chapter's social media content calendar which includes content creation, daily scheduling and improvisation for all platforms. The intern will also handle copywriting of social media language and work with influencers and business partners regarding campaign schedules and promotion. This project requires a high attention to detail, proofreading and the ability to source materials from multiple locations.
- **Signature Event Marketing** - The intern will assist the director of communications in promoting the chapter's signature events: The Wish Ball, Trailblaze Challenge, Running Wild for Wishes and others. The intern will post on social media regarding the events, assist in creating media advisories, communicating directly to media, undertaking grassroots promotion efforts and aid in creation of collateral materials.
- **Wish Stories & Creative Services** - The intern will be responsible for writing wish stories – engaging and creative tales of a wish kid's journey and wish experience. The intern will also assist the communications/development staff in the creation of print & digital collateral requiring creative services such as website setup, sponsorship packets and flyers. The project requires the ability to edit and create via Adobe Photoshop as well as implement creative writing skills, take creative direction & critique and having an eye for design. Wish stories & collateral are key components in sharing our mission with supporters.

Other projects & assignments given on an as-needed basis. Description is not all-inclusive.

Desired Qualifications:

- Ability to professionally communicate, both orally and in writing
- Neat penmanship
- Passion for creative writing and problem solving
- Ability to handle constructive feedback and take creative direction
- Be able to balance multiple projects in a deadline driven environment
- Be a self-starter who seeks and finds ways to help
- Photoshop and/or InDesign experience is extremely helpful
- HTML experience helpful
- Have a passion for helping others and belief in the mission of Make-A-Wish

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What We're Looking For - Communication is how we share our mission and we're looking for someone who has a passion for storytelling and loves to connect with others. The ideal intern would be excited to use their excellent writing abilities to craft stories, marketing materials and digital experiences including on social media. That person would also love to learn new things. Above all, we value the ability and willingness to hustle to do things well and do things right. Majoring in communications or marketing, and/or English will be helpful in this position.

Experience Benefits - This project affords the intern a wide variety of educational opportunities for marketing and communications and nonprofit best practices, including:

- Engaging constituents online and targeting audiences
- Social media best practices
- Learning key components of our organization's fundraising efforts and how communications is integral in sharing our mission
- Learning about different marketing techniques for varied styles of events including peer-to-peer fundraising best practices
- Media relations introduction
- Marketing and communication opportunities including emphasizing brand standards
- Strengthening creative writing skills and editing copy to suite different platform usages (i.e. print, electronic, traditional media)
- Additional nonprofit educational opportunities regarding donor stewardship, event management, and donor development

Length of Internships - Internships typically last 10 to 16 weeks as mutually agreed upon by the intern and Make-A-Wish South Carolina. Typical internships are 20 hours per week and will not exceed 40 hours per week. Hours/daily schedule will be determined on a case-by-case basis and agreed on upon acceptance of an internship. However, intern must be able to commit to at least 2 days a week and a minimum of 5 hours each day.

Compensation/Credit - This is an unpaid internship. Make-A-Wish South Carolina encourages students to seek academic credit and will gladly work with intern to complete forms for colleges and universities necessary to qualify. The intern is responsible for pursuing all avenues of securing academic credit.

Background Check - Interns must complete a volunteer application and a background check prior to beginning work.

Location - this is an on-site internship. Remote working not available.

Apply Online: <http://sc.wish.org/internships>

