

Position Title: Marketing & Communications Intern - unpaid
Intern Location: Make-A-Wish Missouri & Kansas Headquarters – Ballwin, MO

Job Description:

The Marketing & Communications Internship will provide the opportunity to create traditional and digital content for the Make-A-Wish Missouri website, direct mail program, and social media channels, aid in target market and competitor best practice research and assist with other ongoing marketing initiatives.

Students will work 15-25 hours per week and are responsible for their own transportation and housing expenses.

Primary Tasks:

- Assist with graphic design projects for social media, website and signature events.
- Assist with creation of monthly social media content.
- Assist with completion of digital and traditional campaigns for signature events.
- Assist with signature event photo shoot featuring Wish Kids and donors.
- Conduct social media research on best practices to implement.
- Assist with key local partners and local corporate campaigns.
- Create content for traditional marketing campaigns and chapter initiatives.
- Assist with copy writing for chapter newsletters, press releases, blogs, event scripts, feature stories, and general website content.

Required Experience:

- Proficiency in Adobe Creative Suite, Microsoft Office, Facebook, Twitter, Instagram, & LinkedIn.
- Professional demeanor. Strong oral and written communication skills.
- Ability to successfully work in a collaborative, team-oriented organization.
- Strong work ethic.
- Ability to meet deadlines while managing multiple projects simultaneously.
- Excellent time management, organizational and judgment skills. Proven ability to take responsibility and to problem solve in a proactive manner.
- Exceptional attention to detail.
- Working toward Masters or BS/BA in Communications, Public Relations, Advertising, Marketing, Graphic Design or related field.

Interviews are ongoing, and an offer can be made before the application deadline, if appropriate.





Eligibility:

The internship program is designed for current undergraduate or graduate students with the goal of being a leader in the non-profit sector. The purpose of the internship program is to help undergraduate and/or graduate students further cultivate their skills through a real-life work experience. Applicants will be selected for an interview based on their cover letter and resume.

To Apply:

Please submit a formal cover letter, resume and a note regarding which internship you are applying for – to Bre Colombo at bcolombo@mokan.wish.org. (i.e. Fall Marketing & Communications Internship)

