
Communications, Social Media & PR Intern

Term: **Two semester commitment required**

Hours: 20 hours minimum per week; anytime M-F between 9am-5pm.

Position Status: Intern (stipend); Course credit offered

Position Overview & Basic Function:

The Communications, Social Media & PR Intern will ideally be a college junior or senior who has studied social media strategy and has strong writing and marketing skills. This position requires excellent advertising writing skills as well as the ability to effectively implement and follow the Komen social media calendar. This position will work with Komen WI staff to develop, implement and message events and fundraising campaigns. **Writing samples are required with application.

Primary Responsibilities:

- Collaborate with Komen WI staff to maintain a consistent voice on social media
- Monitor social media channels
- Weekly internal/external communications
- Develop monthly e-newsletter and other e-communications as needed
- Designing timelines, calendars, reports, and other social media/communications materials
- Assisting with onsite event set-up and other tasks
- Assist with marketing and social media needs for these initiatives:
 - Breast Cancer Awareness Month (October)
 - End of Year/Holiday Giving Campaign,
 - BigWigs
 - More Than Pink Gala
 - Race for the Cure (Wausau, Milwaukee, Madison)
 - Third Party Events
 - Various survivorship conferences
 - Other campaigns and events as assigned

Required knowledge and skills:

- A love of writing and the discipline to edit using the AP Stylebook
- Skilled in advertising writing and writing for social media
- Relevant Advertising, Marketing, Mass Communication coursework
- Knowledge of WordPress for blogs
- Detail-oriented with strong project management skills
- Strong interpersonal verbal, and written communications skills essential
- Efficient time management to meet deadlines
- Ability to work well under pressure in a fast-paced work environment

Other:

- Must be 18 years or older and currently enrolled or a graduate of a college or university
- Must have reliable transportation

- Hours may vary from the standard 9 a.m. – 5 p.m. based on upcoming events. Evening and weekends may be required.
- Bi-lingual or multi-lingual is a plus

Other:

- Experience in the non-profit sector
- “Hands-On” ownership of projects, building experience in project management
- Collaboration and networking with multiple departments and customers both internal and external
- Being part of a strategic planning and implementation of PR plan
- Build a work based portfolio
- Experience working with internal and external stakeholders

About Susan G. Komen Wisconsin:

Since 1999, Komen Wisconsin has invested over \$18 Million into the local community. This past year alone, vital services have been provided to women and men, including 2,684 screenings, 2,810 receiving support services, 1,671 diagnostic services and education to 25,805 people. Komen Wisconsin has also invested over \$6 Million in national breast cancer research. Together with sister affiliates across the country, Susan G. Komen is investing more than \$33 Million this year to fund 86 research projects. 44% of these are focused on metastatic research to understand and ultimately prevent the breast cancer that kills.

To apply: Please email cover letter and resume to Komen Wisconsin at info@KomenWisconsin.org. Include the intern job title and your first and last name in the subject line of the email.