



Public Relations & Marketing Internship

Summary:

Susan G. Komen® Louisiana internships are unpaid educational opportunities in which students can learn operations and administrative aspects of a non-profit. The Intern will work directly with the Affiliate staff to assist in the development of the fundraising and mission related aspects of Susan G. Komen Louisiana.

Internship hours are flexible and based on the student's schedule and the school's requirements for credit completion. The position is approximately 15 hours per week. Komen Louisiana Affiliate office hours for intern work are 9:00 am-5:00 pm Monday through Friday, in addition to some evenings and weekends.

Term of Internship: Internship will span over both Fall and Spring semesters. Note: Students with availability for only one semester will still be considered. A summer internship position is also available.

Essential Duties and Responsibilities:

- Participate in the development of a media plan for the Race for the Cure and other Affiliate events.
- Assist in managing social media platform and creating content.
- Interview subjects and write human interest stories.
- Participate in writing press releases.
- Coordinate placement of PSA, human interest & survivor stories.
- Assist in coordinating PR with community partners, sponsors, grantees and survivors.
- Assist in creating and/or updating fundraising (Race-related tool-kits) to be posted on the Komen Louisiana website.
- Coordinate promotional collateral for Affiliate events such as BigWigs, Survivor Luncheons, Worship in Pink, and Dine Out for the Cure.
- Manage and update media list.
- Coordinate media appearances for events and mission related publicity.
- Update information in crisis communication plan.
- Support Affiliate event coordination.

Requirements:

- Strong organizational skills
- Good communication skills, written and verbal
- Microsoft Office proficient
- Comfortable working with a diverse population
- Special event and leadership experience preferred but not required
- Knowledge of graphic design software preferred but not required

Benefits:

- Gain valuable experience with an internationally recognized health care organization.
- Develop skills in non-profit and event management, public speaking, media and other mass communication related mediums.
- Learn how to work with branding guidelines of an organization that has strong brand recognition.
- Participate as an integral part of the Komen Louisiana in order to achieve the Komen Mission: to save lives by meeting the most critical needs in the community and investing in breakthrough research to prevent and cure breast cancer.