



**National
Multiple Sclerosis
Society**

National Capital
Chapter

Communications and Public Relations Intern

Internship Location: National Multiple Sclerosis Society, National Capital Chapter, 1800 M Street, N.W., Suite 750 South, Washington, D.C. 20036

Agency Mission: To end multiple sclerosis

Reports to: Communications Staff

Requirements: Fall. Full or part-time college student or graduate student. Minimum commitment of 8 weeks, 15-20 hours per week.

Job Description:

This internship is designed to assist the National MS Society in raising awareness and revenue in the fall of 2012 through communications and public relations work. Assist in promoting programs and events through press releases, media advisories, social media, and calendar listings. Play an active role in writing articles and collecting information to be published in the Chapter newsletter. Complete several pitch stories for event participants, donors, or clients.

Primary Responsibilities

- Assist in promoting the dates and details, for the Chapter's Mass Market events, including Walk MS, Bike MS, Capital Challenge Walk MS, Mud Run MS, and Golf MS.
- Plan and implement strategic uses for the Chapter's social media outlets
- Monitor and research the current media environment
- Assist in writing and editing materials for the Ambassador's Ball
- Draft a variety of Chapter communications, including press releases, newsletter articles, and pitch letters
- Assist in promoting the Chapter's programs
- Assist in promoting individuals associated with the Society
- General fundraising, program, and intern responsibilities

Skills Desired:

1. Excellent written skills
2. Excellent oral communication and phone skills
3. Interest in learning about public relations, marketing, special events, development, client services and/or advocacy
4. Comfortable speaking to others and working with a variety of people
5. Familiarity with the media helpful but not required
6. Basic understanding of the benefits of customer service
7. Ability to work independently and take initiative
8. Strong organizational and multi-tasking skills
9. Video editing skills a plus

Please send cover letter, resume, and 2-3 writing samples to:

National MS Society, 1800 M Street, N.W., Suite 750 South, Washington, D.C. 20036
DC.PR@nmss.org Fax: (202) 296-3425