National
Multiple Sclerosis
Society

Public Relations/Communications & Marketing Intern
Marketing & Communications Department
Tulsa,Oklahoma
South Central

Project Goal:

- The goal of the internship is for the Intern to gain knowledge of marketing and public relations practices and procedures in the non-profit sector. Intern will be able to gain hands-on experience in communications and marketing functions for a well-established non-profit organization.
- Part-time **fall** marketing intern will assist with public relations efforts and implementing various marketing programs to increase fundraising and event participation.
- Write and create around 15-20 press releases, organize media news clippings and awareness stories (around 2 stories each month), and seek community media partners in communities we have not established relationships with yet.

Job Duties

- Building media lists, drafting media advisories and press releases, working with media database services, contacting media to pitch stories or invite media to events and general media-related research.
    - Intern will update and maintain the media database/list including all communities throughout the state with contacts for television, radio and print (newspaper, magazines, etc.)
    - Intern will assist in writing press releases and media advisories for programs events and community walks
    - Intern will make contact with community media outlets to get feature stories about people living with MS (rural communities where community walks are held)
    - Intern will update and maintain social networking sites. (Help to post updates – at least twice per week)
- Assist with the distribution of the organization's marketing materials. In addition, conduct appropriate follow up when necessary.
    - Intern will assist in putting together promotional packages and media kits for Bike MS
    - Intern will assist in creating Media Thank You gifts/packages and help distribute them
- Assist with the management and collecting of newspaper and print clippings.
    - Intern will collect/download newspaper clippings with an online service we provide.

- What tactics must the student execute to achieve their project goal?
    - Assist in promoting programs and events through press releases, media advisories, and calendar listings. The intern will play an active role collecting information for the website and Social Media outlets (Facebook and Twitter). The intern will also see through to completion several pitch stories for event participants, donors, or clients.

Required Skills

- Computer proficiency in Word, Excel, Internet and Adobe Creative Suite (Illustrator, Photoshop, InDesign).
- Excellent written and oral communication skills.
- Experience in handling inquiries preferred.
- Comfortable working independently.
- Excellent organizational skills.

Educational Value

- A hands-on experience and the opportunity to implement what he/she is learning in his/her college classes that will eventually be applied to real-life work once he/she graduates. The intern will develop his/her skills in PR/communications and relationship management.

Training and Support

- Adobe Creative Suite Tutorials, LMS (Learning Management Systems) training
- The Intern will have the opportunity to join the Association of Fundraising Professionals luncheons and web conferences, Association of Women in Communications luncheons and trainings
- The intern will receive staff support from me (regional manager, communications) and the South Central marketing team. I will meet with the intern weekly to discuss projects and help him/her through each project.

Time Commitment

- 15 - 20 hours per week
    - Specific dates and hours to be determined by intern's availability.
- 12 - 15 weeks
- Requirements: Full or part-time college student or graduate student. Ideal candidate would make minimum commitment of 12 weeks, 15-20 hours per week.

Compensation

- Intern will receive a $1,000 stipend

Please send resumes to brandi.moore@nmss.org