



**Event Marketing & Development Internship
Walk MS – Development
Houston Office
South Central Region**

Project Goal:

This individual will specifically be working to serve as the Walk MS generalist, providing fundraising support, marketing outreach and customer service to new and existing walk participants. Additional responsibilities include recruitment, retention and cultivation of participants.

Job Duties

- Work with Walk Manager to recruit and manage large teams of walkers from past teams and cultivate new teams
- Conduct follow-up phone calls with all Walk Team Captains on an ongoing basis to ensure progress toward their goals
- Use social media to promote walk and encourage fundraising
- Conduct follow-up phone calls to encourage registration, customer service, thank you/acknowledgement calls
- Assist in coordinating Walk Day logistics (route, checkpoints, entertainment, food, refreshments, volunteer support, program, etc.)
- Assist in organizing Walk MS Events (Drop off Days, Kick Offs, Mission Mover, Team Captain Rallies, etc)
- Event administrative duties, (data entry, making packets, completing event mailings, and running reports)
- Continuously maintain accurate computer files and event lists
- Review Walk MS Website to ensure accurate and updated information

Required Skills

- Engaging, get the job done personality with a strong desire to "delight" customers.
- The ideal candidate will have 2-3 yrs of event related experience, non-profit experience a plus
- Ability to multitask in fast-paced environment
- Hard-working, goal oriented and well organized
- Ability to learn quickly, think on your feet and make decisions in a timely manner
- Strong verbal and written communication skills
- Proficiency in MS Office required, Convio a plus.
- Ability to adhere to timelines
- Valid driver's license, reliable personal vehicle, valid automobile insurance, clean driving record
- Occasional evenings + event weekends required
- Ability to lift and/or move up to 30 pounds.

Educational Value

By Katie Lipnick, former Walk MS seasonal employee, now a full time Marketing Coordinator, Bike MS

When I was first hired on as the Seasonal Walk MS Coordinator in the Houston office I was expecting more of a clerical environment, the typical sealing mailers and answering walker questions, but this is not what I received. I was pleasantly surprised to learn that I would be doing much, much more than that. During my time working with Cammy and the rest of the Development Team I learned many valuable skills that I believe I will be able to use later on in life to further my career.

Although I did do the typical stuffing envelopes and answering e-mails, I also was able to partake in many other valuable learning experiences as well. I was invited to sit in (and contribute) on all meetings and events from those with the committee to lunch meetings with our presenting sponsor KBR. I was able to help acquire sponsors and provide customer service for them when they needed it. I worked with our constituents and helped them with their fundraising by working in Convio to update their personal pages and sent out the eNewsletters through the Convio system also. I crafted many social media postings and contests and was in charge of soliciting gift cards from local shops for these contests. I was able to visit Cox Communications and FOX to watch our participants and Cammy be interviewed for television and radio spots. I also worked on the logistics for the event by working on the site layout and creating maps for our participants regarding the layout. These are only a few of the experiences I gained from this position; this list could honestly go on forever.

Cammy was a fantastic mentor also. Not only was she always keeping me up to date of every meeting and involved in every decision but she also made sure she thoroughly explained every reason for every decision made. She also welcomed my ideas, no matter how crazy they were, and some even came to fruition like the giant MS= chalk section based after our Chalk the Walk public relations campaign. This open collaboration is exactly what every student needs in an internship, and I believe they can gain it from this position and working with Cammy. The Walk Coordinator position was everything I was looking for, considering it was my first job out of college. It was a great mix of my studies as an Advertising and Public Relations student plus a few other things I didn't learn in school. I feel that this experience would be extremely valuable for a college student looking for a career in non-profit development. I am currently working in the Marketing Department in Houston as a full-time employee and to be honest I don't think I would still be here if the experience wasn't as rewarding as it was. I do hope that you consider this position seriously as an internship because I do believe that it would be an amazing experience for a future NMSS employee .

Training and Support

- On the job training, LMS courses, daily support from Walk Manager

Time Commitment

- 12-15 week term between August – December 2012
- Approximately 20 hours per week – weekend of event support will be required

Compensation

- Intern will receive a \$1,000 stipend

Please submit resumes to cammy.hazim@nmss.org