



**National
Multiple Sclerosis
Society**
Greater
Northwest
Chapter

Intern Job Description

TITLE: Walk MS Retail Marketing Intern

DEPARTMENT: Development

REPORTS TO: Sarah Danilson, Senior Manager of Special Events

COMMITMENT: January – March: 7hrs /week, 14hrs/week during two week campaign

JOB SUMMARY

Under the Development Department, the Walk MS retail marketing intern will be responsible for implementation of the Haggen/TOP Foods in-store Walk MS fundraising campaign. This campaign centers on point-of-sale fundraising and brought in over \$50,000 for Walk MS in 2012.

Intern responsibilities will include the following: creating information and marketing publications, managing material distribution, coordinating in-store visits, and planning fundraising mini-events and award parties.

JOB RESPONSIBILITIES

Program Delivery

- Visit all Western Washington Haggen/TOP Food stores (approximately 30) once in the two weeks before/during campaign
- Develop and procure incentive package for top seller
- Coordinate in-store blitz events (5-10)
- Plan and execute post campaign top selling store parties (2 total)

Marketing and Community Relations

- Create and distribute campaign awards to all participating Haggen/TOP Food stores
- Execute cashier-specific mailing with give-away incentive
- Communicate with store manager (share tools such as the Kids Camp video)
- Work with Walk MS Manager to develop stronger cashier/chapter communications (interview with top sellers, tips for other sellers)
- Create "How Haggen Helps" fact sheet and distribute to stores

For more information about this volunteer position, please email
cara.chamberlin@nmss.org

SKILLS AND QUALIFICATIONS

- Excellent Internet and typing skills
 - Proficiency in Microsoft Office Suite is required
 - Ability to analyze and organize data
 - Excellent communication skills
 - Ability to work independently and as part of a team
 - Must have own transportation for store visits (will be reimbursed for mileage)
 - Ability to lift up to 30 pounds
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BENEFITS

- Gain relevant work experience in relationship management, marketing and communications
 - Opportunity to contribute new ideas for enhancing Walk MS in-store fundraising
 - A meaningful opportunity that benefits the local community
 - Opportunity to learn and contribute in a twice honored Best Nonprofit Workplace (2008, 2009)
 - Opportunity to learn about multiple sclerosis and the leading national organization supporting people impacted by MS and advancing MS research
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CONFIDENTIALITY

The Greater Northwest Chapter of the National Multiple Sclerosis Society has an obligation to safeguard the confidential nature of personal information and shall not disclose, in an individually identifiable way, information about a particular person without the person's expressed authorization. All volunteers are expected to safeguard confidential information to the degree that their volunteer position is given access to the identity and details of persons living with multiple sclerosis and their families.

APPLICATION PROCESS

Submit the following to cara.chamberlin@nmss.org:

- Resume and cover letter.
- Two or three writing samples.
- Two contacts (phone & email) to provide a reference. Please no family members but a professor, employer, RA, community service supervisor or other is recommended.

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