National
Multiple Sclerosis
Society
Greater
Northwest
Chapter

# Internship Description

**TITLE:** Public Relations & Social Media Intern
**DEPARTMENT:** Community Relations
**REPORTS TO:** Sarah Chromy, Communications Manager

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## JOB SUMMARY

Multiple sclerosis (MS) stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with the disease and are dedicated to achieving a world free of MS. We support local programs and services, and help fund national research projects aimed at finding the cause of MS, better treatments and a cure. Key Chapter fundraising events held throughout the year include Bike MS, Walk MS, On the Move Luncheon and Dinner of Champions.

Under the Community Relations Department, the Public Relations & Social Media Intern will gain professional experience in the field of public relations while working on a mix of projects including publicity campaigns for Chapter mass-market events, social media campaign development supporting Society-wide initiatives, website content strategy, print newsletters and more. Must be an upbeat self-starter, organized and enjoy a fast-paced work environment.

## JOB RESPONSIBILITIES

- Mass-market event public relations and marketing
- Social media campaign creation
- Story development and writing
- Print newsletter coordination and editing
- Website content strategy/execution
- Media relations
- Research event outreach opportunities

## SKILLS AND QUALIFICATIONS

- Strong writing skills and attention to detail
- Understanding and usage of social media and the Internet
- Proficient with Microsoft Office (especially Word, Outlook and Excel)
- Ability to work well independently, incorporate suggestions and meet deadlines
- Desire to approach challenges strategically and creatively
- Skilled at collaborating cross-functionally

## BENEFITS

- Gain professional experience managing projects and balancing multiple priorities
- Work within a high-functioning and inspiring workplace atmosphere
- Learn and contribute in a local non-profit environment with a national reach

**TRAINING & EVALUATION**

- Greater Northwest Chapter Volunteer Orientation
- Online training courses (as relevant to internship)
- Individual training with supervisor for special projects
- Ongoing evaluation / feedback provided throughout internship

**COMMITMENT**

- Quarter/semester-long or year-long timeframe
- 10-15 hours/week, flexible scheduling based on school load
- Preference to students nearing graduation (junior or senior years) or recent graduate

**APPLICATION PROCESS**

Submit the following to lauren.spero@nmss.org:

- Resume and cover letter.
- List of relevant classes taken that relate to the position.
- 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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**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.

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For more information about this volunteer position, please email:
Lauren.Spero@nmss.org