

Marketing/ Program Intern, Southwest Chapter

POSITION SUMMARY: An exciting opportunity to learn about marketing, communications, and advocacy, and the nonprofit sector. The Southwest Chapter of the Crohn's & Colitis Foundation seeks an enthusiastic and motivated intern to be part of our team for the summer and fall. The Marketing Intern provides general support to the Executive Director for marketing, e-marketing, and public relations for national signature fundraising events, patient and professional services, research programs, patient advocacy, conferences, and other projects.

Crohn's disease and ulcerative colitis are chronic and debilitating digestive diseases that impact more than 1.4 millions Americans, including 150,000 youth under the age of 18. The Crohn's & Colitis Foundation works to fund research aimed at cure as well as support and education programs that provide a better quality of life for those affected. This internship will provide an opportunity to learn how a large nonprofit organization functions as well as an opportunity to learn about a variety of key marketing tactics. Hours, days, and start date are flexible.

REPORTS TO: Executive Director, Southwest Chapter

ESSENTIAL FUNCTIONS:

Marketing

- Work with the Executive Director to create a marketing plan
- Researches advertising space and opportunities
- Proofreads a variety of marketing materials, including Foundation magazine and advertisements

Public Relations

- Works with chapter and national staff to generate local and national media lists
- Researches media opportunities
- Drafts and distributes press materials under supervision of marketing staff
- Work with the Executive Director to create press kits to be distributed to local media and event contacts

e-Marketing

- Reviews and posts articles on CCFA's Web site, using content management tool, playing an active role in updating and maintaining home page, public relations, and advocacy sections as needed
- Researches marketing opportunities on social networking sites



The essential functions of the job include, but are not limited to, the duties listed in the job description.

OTHER FUNCTIONS:

- Be knowledgeable about media relations
- Assure the proper use, management, security and upkeep of CCFA facilities, equipment and documents.
- Under supervision of marketing staff, works on specific projects as needed

QUALIFICATIONS:

- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, Public Relations, or Political Science). College seniors and graduates preferred.
- Previous internship or related experience in marketing or communications or advocacy is a plus.
- Must be computer literate (working knowledge of word processing, Powerpoint, Excel). Knowledge of HTML and graphic design a plus.
- An effective communicator, both written and oral. Strong writing skills are essential.
- Self-motivated, good organizational and interpersonal skills, detail-oriented, ability to multitask, prioritize, and meet deadlines.
- Hours, days, and start-date are flexible; availability of 10-15 hours per week preferred.
- Flexibility to work off-site (i.e. at home) on occasion

THE CROHN'S & COLITIS FOUNDATION OF AMERICA RESERVES THE RIGHT TO ADD, DELETE, CHANGE OR MODIFY THE JOB DUTIES.

Name

Date

Updated 06/09