



Marketing Communications Intern – Fall 2017

Internship Description

The intern will gain valuable experience in social media marketing, writing and designing our quarterly newsletter and writing and submitting press releases, media alerts and PSAs to local media. Other tasks include attending annual fundraisers to assist with setting up, taking photos and video and posting and managing various social media sites during the event. The intern may also speak to local schools about our organization and promote our Hats on Day fundraiser, as well as assisting the Executive Director with administrative duties as needed.

Application Process

Submit cover letter *and* resume to Stefanie Clynes, stefanie@friendsofkids.com (pdf format).

This is an *unpaid* internship for college credit and professional experience.

Requirements

College student working towards a degree (or recent grad) in public relations, marketing communications, media communications, journalism or related field.

Detailed Site Description

Friends of Kids with Cancer is devoted to enriching the daily lives of children undergoing treatment for, and survivors of, cancer and blood-related diseases. Our mission is to be an advocate for these special kids and provide them and their families with the Educational, Emotional and Recreational support needed as a result of the long hours of chemotherapy, illness and isolation.

Social Media

Writing social media content & designing graphics

Keeping up with the social media content calendar – scheduling posts, creating future posts, recording results

Monitoring accounts

Staying on top of trends, hashtags, national holidays (i.e. national best friend day)

PR

Writing press releases, PSAs and media alerts

Researching media with related beats/personal interests that align with our organization to build our publicity list

Writing articles for our quarterly newsletter – Friend to Friend

Speaking to local schools about our organization

Design

Social media graphics

Keeping consistent with our brand guide

Fundraisers & Events

Trivia Night – February 11

Walk with a Friend – April 29

Golf Tournament – May 22

Family Night at The Magic House – June 29

Back to School Night at The Magic House – July 30

Art from the Heart – September 14
Halloween family party – October 8
Fashion Show – November 9
Winter Wonderland Family Party – December 3
Family parties and third party events throughout the year

Please send resume and cover letter to stefanie@friendsofkids.com

Stefanie Clynes

Communications Specialist
Friends of Kids with Cancer
530 Maryville Centre Dr., LL5
St. Louis, MO 63141
314-275-7440
www.friendsofkids.org