



## Communications, Social Media & PR Intern

**Reports to: Development Department & INK Public Relations**

**Position Status: Intern (unpaid); Course Credit offered**

**Time Commitment: 15 hrs. minimum per week; anytime M-F between 9am-5pm (\*\*two semester commitment required\*\*)**

### Position Overview & Basic Function:

The Communications, Social Media & PR Intern will ideally be a college junior or senior who has studied social media strategy and has strong writing and marketing skills. This position requires excellent advertising writing skills as well as the ability to effectively implement and follow the Komen social media calendar. This position will work closely with the team from INK PR, the Development team as well as the Graphic Design intern to develop, implement and message events and fundraising campaigns.

**\*\*Writing samples are required with application.**

### Primary Responsibilities:

- Collaborate with Komen and INK staff to maintain a consistent voice on social media
- Monitor social media channels
- Weekly internal/external communications
- Data analysis
- Blog management
- Work with Komen headquarters to ensure web site is current and updated
- Other tasks as assigned

### Required Knowledge & Skills:

- A love of writing and the discipline to edit using the AP Stylebook
- Knowledge of WordPress for blogs
  - Intern will be asked to write & schedule content for blog
- Skilled in advertising writing and writing for social media
- Relevant Advertising, Marketing, Mass Communication coursework
- Proficient in using WordPress for web, Twitter, Facebook, YouTube, Instagram and Pinterest
- Detail-oriented with strong project management skills
- Strong interpersonal, verbal and written communication skills essential with both internal and external clients
- Efficient time management to meet deadlines
- Ability to work well under pressure and in a fast-paced work environment

### Other:

- Must be 18 years or older and currently enrolled or a graduate of a college or university
- Must have reliable transportation
- Offers are contingent upon background check
- Hours may vary from the standard 9 a.m. - 5 p.m. based on upcoming events. Evening and weekends may be required
- Bi-lingual or multi-lingual is a plus

### Benefits:

- Experience in the non-profit sector
- "Hands-On" ownership of projects, building experience in project management
- Collaboration and networking with multiple departments and customers both internal and external
- Being part of strategic planning and implementation of PR plan
- Build a work based portfolio
- Experience working with internal and external stakeholders

### To Apply:

Please submit a cover letter and resume to [intern@komenaustin.org](mailto:intern@komenaustin.org). Include the intern job title and your first and last name in the subject line of the email.

### About Susan G. Komen® Austin

Susan G. Komen® Austin is an Austin-based nonprofit committed to saving lives locally and fighting breast cancer globally. Komen Austin is the only local breast cancer organization attacking the disease on all fronts – education, screening, treatment, follow-up care, survivorship support, advocacy and research. The organization serves the women and men in the city's five-county area battling breast cancer by removing barriers to care for the uninsured and underinsured. Of the funds raised annually, Komen Austin invests up to 75 percent into local community health care grants and educational initiatives; the remaining 25 percent is invested into global research studies to find the cures for breast cancer.