



Public Relations & Marketing Internship

Summary:

Susan G. Komen Baton Rouge internships are unpaid educational opportunities in which students can learn operations and administrative aspects of a non-profit. The Intern will work directly with the Affiliate staff to assist in the development of the fundraising and mission related aspects of Susan G. Komen Baton Rouge.

Internship hours are flexible and based on the student's schedule and the school's requirements for credit completion. Tentatively 10 to 15 hours per week.

Komen Baton Rouge Affiliate office hours are 9 am-5 pm Monday through Friday, in addition to some evenings and weekends.

Term of Internship: Internship will span over both Fall and Spring semesters. Note: Students with availability for only one semester will still be considered.

Essential Duties and Responsibilities:

- Participate in the development of a media plan for the Race for the Cure
- Work with Pro Bono PR/Advertising firm to coordinate media interest and activities
- Interview story subjects
- Write press releases and human interest stories
- Coordinate placement of PSA, human interest & survivor stories
- Coordinate PR with community partners, sponsors, grantees and survivors
- Create and/or update fundraising (Race-related tool-kits) for posting on the Komen Baton Rouge website
- Support 3rd party event coordination
- Coordinate flyers/promotional documents for the Perfectly Pink Luncheon, the Pink Ribbon Bowl, and Race for the Cure
- Manage and update media list

Requirements:

- Strong organizational skills
- Good communication skills, written and verbal
- Microsoft Office proficient
- Comfortable working with a diverse population
- Special event and leadership experience preferred

Benefits:

- Gain valuable experience with an internationally recognized health care organization
- Develop skills in non-profit management
- Participation as an integral part of the Komen Promise: to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.