



## Marketing and Communications Intern Position Description

### **Purpose**

The Ronald McDonald House of Eastern North Carolina provides a temporary “home away from home” for families of seriously ill or injured children receiving treatment from area medical facilities.

The Marketing Intern will assist the Development Team in a wide range of projects that benefit the mission and vision of Ronald McDonald House. The selected individual will report to the Marketing and Community Engagement Manager and/or the Director of Development. The intern will gain hands-on experience and training in many aspects of marketing and communications while also gaining a high level of knowledge on how a non-profit organization operates.

### **Responsibilities**

#### *Marketing and Communications*

- Assist in the development of creative marketing strategies to promote the work of RMH
- Assist with updating the RMH social media outlets and website
- Assist in creating messages to reach new audiences using multiple media outlets and creating short videos for social media
- Assist in promoting volunteer opportunities

#### *Events and Community Engagement*

- Provide day-of event support
- Serve as an RMH brand ambassador by representing the organization at community tabling events

### *Development Team Support*

- Assist with administrative duties, such as answering the phone, as needed and assigned by the Administrative Coordinator or internship supervisor(s)
- Collaborate with Development Team to help steward donors as needed
- Other duties as assigned by the Internship Supervisor(s)

### **Qualifications**

- Marketing, communications, PR, nonprofit management, or related areas of study preferred
- At least two years of undergraduate study completed
- Strong communication skills, experience in writing and editing
- Proficiency in Microsoft Office and experience with social media. Canva is a plus.
- Ability to work independently and as part of a team
- Detail-oriented, ability to multi-task and develop organizational habits
- Consent to a background check and have a current driver's license and clean driving record

### **Commitment**

Dependent on the student's academic expectations and/or needs of the House

**This is an unpaid internship role that is available throughout the academic year - Spring, Summer and Fall semesters.**

After all materials are received and reviewed, potential candidates will be contacted by the designated supervisor to set up an interview time. No Application will be reviewed unless all information is complete and received.