

Social Media and Marketing Intern

Reports to: Manager of Marketing and Communication

Position Status: Intern - Unpaid –20 hours/week. Travel may be required.

Basic Function: To serve as the Social Media and Marketing Intern in the Chattanooga Regional office. Will assist with social media and communications for the entire affiliate along with the planning and implementing of marketing materials (depending on the time of year).

Specific Responsibilities:

- Be the first point of contact for the organization on assigned days in the office (if needed)
- Will help with planning of social media postings throughout the week
- Will be the point of contact for Facebook Event Pages (depending on Region, event, and time of year)
- Be in charge of posting or scheduling to social media channels, event pages, monitoring sites for relevant affiliate information, and/or reporting things to the Manager of Marketing and Communications.

Social Media:

- Facebook (business account)
 - Instagram (non-profit / business account)
 - Twitter
 - Hootsuite
 - LinkedIn
 - YouTube
 - Convio and WordPress (website and event updates)
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- Work to help publicize all events for the affiliate via social media and marketing
 - Work with staff to write and distribute media releases and implement communication and social media plans
 - Work with event committees to create special event materials including program brochures, auction descriptions, flyers, etc.
 - Assist with the coordination of event details in your regional office (Chattanooga)
 - Attend events of the affiliate as requested by staff (travel may be required)
 - Enjoy working as a member of a team and working with a variety of volunteers, committees, etc.
 - Perform other job-related duties as assigned by the Manager of Marketing and Communications or CEO

POSITION QUALIFICATIONS

Specialized knowledge requirements of the position:

- Working knowledge of Microsoft Office Suite (Excel, Outlook, PowerPoint and Word)
- Knowledgeable in social media (posting and scheduling)
- Excellent interpersonal skills
- Clear verbal communication and writing skills

Fiscal and Operating Statistics:

The intern's efforts will contribute to the efficiency of the Operations, Development and Missions Team, while learning key skills in community health education and revenue generation will ultimately enhance our capability to save more lives through increased funds available for mission investment.

Please Send Resume and Cover Letter to:

info@komencentraltennessee.org

If you have questions, please contact our office at 615-383-0017

About Susan G. Komen® and the Central Tennessee Affiliate

Susan G. Komen® is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing this disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen Central Tennessee is working to better the lives of those facing breast cancer in the local community. Through events like the Greater Nashville and Chattanooga More Than Pink Walk™, Komen Central Tennessee has invested more than \$10.1 million in community breast health programs in 41 counties and has helped contribute to the more than \$956 million invested globally in research.

For more information, call 615-383-0017 or visit komencentraltennessee.org.