



**Susan G. Komen Northwest NC  
PR/Marketing Intern**

**Summary:** The PR/Marketing Intern will develop and execute marketing plans for Komen Northwest NC initiatives and events.

Interns will work based on availability. Occasional weekend, early morning or evening availability depends upon our event schedule. We ask our interns to commit to a minimum of 15 hours/week.

**Essential Duties and Responsibilities:**

- Develop a media plan for the Race for the Cure.
- Create a social media posting timeline to include events, sponsor recognition, grantee information, educational tools and national programs.
- Coordinate placement of PSA, human interest & survivor stories in emails, social media, and marketing materials
- Coordinate PR with community partners, sponsors, grantees and survivors
- Create and coordinate flyers/promotional documents for the Race for the Cure and other events
- Create marketing campaign to promote workplace giving, grants, and other initiatives

**Requirements:**

- Strong organizational skills
- Good communication skills, written and verbal
- Computer literate (Microsoft Office)
- Knowledge of PhotoShop, InDesign, or similar creative software
- Comfortable working with a diverse population
- Special event and leadership experience preferred

**Benefits:**

- Knowledge that you are an integral part of an organization that contributes to the 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.
- Experiences creating marketing materials and making a marketing strategies for large-scale events and initiatives