

# Marketing & Public Relations Internship

**Reports to:** Manager of Marketing & PR  
**Status:** Part-time, unpaid

**Department:** Development  
**Supervisory Responsibility:** None

## Background

How would you like to work for one of the most respected, recognizable and remarkable philanthropic brands in the world? Since its inception in 1968, the mission of Special Olympics has remained at the forefront of what has become an international movement. Special Olympics Indiana (SOIN) will offer you a window into the world of persons with intellectual disabilities. Our organization will provide you with incredible hands-on public relations and marketing experience that will deeply broaden your knowledge and portfolio in a nonprofit environment.

## JOB SUMMARY

Special Olympics Indiana needs an intelligent, resourceful and passionate intern to help the organization expand its public relations and marketing efforts. We are seeking an intern who is not afraid to take a chance and bring new PR and marketing ideas to the table! The Marketing and PR Intern will work under the direction of the Manager of Marketing and Public Relations.

It is our goal to instill the basic teachings of marketing and public relations, and hope it is a beneficial relationship for both parties. This is a challenging yet exciting opportunity for a young professional to contribute to the growth of a highly active human service organization, while gaining hands on experience in the nonprofit sector.

## PERFORMANCE DIMENSIONS AND TASKS

### Social Media

- Learning about social media and managing social media efforts (Facebook, YouTube, Twitter), along with possibly exploring other social media channels that make sense for SOIN to engage
- Maintain all calendars for social media posts
- Creating an effective social media strategy which will include: researching organizations who might "friend" or follow SOIN on various platforms
- Writing and posting messages, uploading photos and videos

### Marketing Signature Events

- Assist with the planning and implementation of marketing fundraising events including: Polar Plunge, Plane Pull@ Challenge, Charity Golf Classic, along with special events for Summer Games
- Successfully marketing signature fundraising events to engage existing participants and recruiting new ones
- Learn about producing effective nonprofit marketing campaign strategies by: developing marketing materials, preparing material for presentations with top donors, creating prospect lists

### Public and Media Relations

- Writing news releases and media alerts, creating press kits
- Follow up calls with media
- Learn to coordinate an effective media campaign by: learning how to pitch the media and understanding the importance of maintaining an up-to-date media contact list, researching new media opportunities
- Managing the internal photo library
- Coordinating/scheduling athletes or coaches for live television interviews

**Writing**

- Develop writing skills by: learning how to interview SOIN athletes, coaches, county coordinators, volunteers, donors that support the mission
- Writing powerful e-newsletters, news releases, e-blasts, fundraising campaigns, along with various publications
- Writing powerful feature stories (developing fresh story ideas)
- Assist with after-action reports for selected special events related to marketing and public relations functions
- Write website copy and work alongside the organization's webmaster

**Administration**

- Making calls on behalf of SOIN
- Maintaining all files electronically and other duties when needed

**QUALIFICATIONS**

- Basic computer knowledge (Microsoft Office Suite)
- Expertise in Adobe Software: Photoshop, InDesign or Illustrator; design experience is a must)
- Prior experience with social media, creating/editing video is very helpful.
- Excellent interpersonal, communication and writing skills, along with a strict attention to detail.
- Outstanding organizational and follow-through skills.
- Candidates pursuing a degree in Public Relations, Marketing, Communications, Journalism, business or related degree.

**SPECIAL DEMANDS/OPPORTUNITIES**

- Must complete Coach/ Volunteer Orientation training (1 hour), Coach/Volunteer Application and Protective Behaviors
- Flexible hours, based on student's requirements and schedule
- Assignments can be tailored to meet the student's personal interests or specific educational requirements

**TIMEFRAME**

Rolling applications accepted

**For more information contact:**

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