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ALZHEIMER'S ASSOCIATION GREATER INDIANA CHAPTER

POSITION TITLE: Communications Intern

REPORTS TO: Communications Director

SUMMARY OF POSITION

The Alzheimer's Association provides an excellent opportunity for college students to learn about business as conducted by the Association and gain real life experiences to supplement the interns' field of study. The student intern must be eligible to receive college credit for participation in this program.

Proactively works to place Association and mission messages in the news media, under the guidance of the communications staff. Creates media material and tools to inform key audiences about Alzheimer's disease. Assist with internal and external Association communications.

Social Media (50%), Content Creation (30%), Media Outreach (20%)

JOB RESPONSIBILITIES

- Increase Chapter's visibility, program service usage and community development in targeted communities through community calendars and monthly press releases
- Assist in promoting fundraising events
- Assist with engaging, organizing and utilizing volunteers
- Research, interview and write multiple pieces of communication, including press releases, newsletter/blog articles and social media messages
- Interview potential chapter spokespersons for story collection and vetting
- Update and conduct research for media outlet database
- Pitch media stories and generate leads via social media platforms
- Target and engage social media influencers

PERSONAL CAPABILITIES

- Ability to work effectively with volunteers, staff and external constituents
- Ability to manage multiple priorities
- Ability to communicate effectively to a variety of audiences
- Strong writing skills in a variety of communications platforms
- Ability to work effectively with diverse populations
- High level of integrity, leadership, diplomacy and initiative
- Ability to travel as needed to perform job duties
- General knowledge of software: Microsoft, Adobe Creative Suite, Google Docs, social media platforms, media database; graphic design experience, a plus

WORKING CONDITIONS

- 20-30 hours per week for approximately 12 weeks
- Normal office environment, some evening and/or weekend work required
- Work may be stressful during periods of high volume of tight deadlines