



Marketing & Special Events Internship

Ronald McDonald House Charities of Southwest Virginia provides a “home away from home” for families of seriously ill children and their families. Our two programs include the Ronald McDonald House in Roanoke and our Ronald McDonald Family Room located in Carilion Children’s Hospital, Roanoke. An internship with RMHC-SWVA offers an exciting opportunity to gain professional experience and earn college credit by working with employees of a worldwide non-profit organization. The program provides the intern with hands-on experience in daily non-profit organizational activities.

The Marketing and Special Events Internship is designed to provide professional experience in the areas of Non-Profit Management, Public Relations, Marketing, Media Relations, and Fundraising/Event Planning. This internship position is ideal for a university undergraduate student using the internship for university credit.

Qualifications:

- Current college student; interested in non-profit management or fundraising/event planning; can come from a variety of backgrounds including, but not limited to, the public relations, communications, and/or marketing.
- Have completed two college semesters.

Time Commitment: One semester minimum.

12-20 hours per week, the specifics are negotiable and flexible to work around class schedules.
Exact start and end dates and will be determined by the charity and the student.

Compensation: Unpaid (eligible for university credit – will work with interns)

Supervisor: Development Staff

Duties:

The Marketing and Special Events Intern plays a supportive role to the development and special events team. This position assists with planning, development, and execution of the marketing strategy. The intern will assist with the organization, marketing and execution of various fundraising events, researching of grants and major donors, generate promotional and informational materials, and manage online communications and social media presence.

The Intern will have the opportunity to interact with various parts of the organization including program operations, facilities management, and charity programs (i.e., House, Family Room, Comforts of Home program, volunteer program). An average day will consist of a variety of tasks.

Skills:

- Professional demeanor, solid organizational skills, good time management, ability to multi-task.
- Experience utilizing basic Microsoft programs (Word, Excel, PowerPoint, Outlook), Canva (or willing to learn) and technology capable.
- Knowledgeable of social media platforms (i.e., Facebook, Twitter, Instagram)
- Excellent communication skills, both written and verbal.
- Ability to move around facility or grounds to perform necessary job responsibilities and to supervise volunteers.
- Ability to load/unload, lift, or move heavy equipment without assistance (5 lbs. To 30 lbs.)

Interested parties should submit cover letter and resume to:

RMHC-SWVA
Attn: Job Opportunities
2224 South Jefferson Street
Roanoke, VA 24014
or by email to jobs@rmhouse.net
No phone calls please.