



THE BRAINS BEHIND SAVING YOURS.™

ALZHEIMER'S ASSOCIATION GREATER INDIANA CHAPTER

POSITION TITLE: Communications Intern

REPORTS TO: Communications Specialist

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.

Develops media materials, including news releases, advisories, and pitches. Writes content for weekly newsletter, blog, social media, and other channels. Assist with internal and external Association communications.

Content Creation (50%), Social Media (30%), Communications Ideation (20%)

JOB RESPONSIBILITIES

- Increase Chapter's visibility, program service usage and community development in targeted communities through press releases and pitches
- Analyze Facebook insights and provide recommendations for increasing impressions and engagement
- Assist in promoting fundraising events
- Research, interview and write multiple pieces of communication, including press releases, newsletter/blog articles and social media messages
- Update and conduct research for media outlet database
- Identify 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, Google Docs, social media platforms.

WORKING CONDITIONS

- 20-30 hours per week for approximately 12 weeks
- Normal office environment, some evening and/or weekend work may be required