



Public Relations: Programs & Special Events Internship
Alzheimer's Association Massachusetts/New Hampshire Chapter
Unpaid/10 hours per week minimum/

This internship is based in our Bedford, NH Office

Overview of Alzheimer's Association

Founded in 1980, the mission of the Alzheimer's Association, Massachusetts/New Hampshire Chapter is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. The Association operates out of its main office in Waltham, with regional offices in Springfield, Worcester, and Raynham, MA, and in Bedford, NH.

Responsibilities

Working with the Public Relations Manager, the Public Relations: Programs and Special Events Intern will help to expand the Alzheimer's Association's presence in the media around their special events throughout Massachusetts and New Hampshire. Additionally the intern will:

- Ensure that all media lists for New Hampshire and Massachusetts are up to date
- Research and outreach to special events participants for our Team End Alz athletic program, Walk to End Alzheimer's and Longest Day who are interested in sharing their story with the media
- Assist with drafting press releases from approved templates
- Assist with follow up of press releases distributed by Public Relations Coordinator
- Assist with the research of earned media placement as directed by the Public Relations Manager
- Post calendar listings to appropriate communities in MA & NH for all programs and events
- May occasionally create flyers and marketing collateral for small programs and events
- Assist with mailings related to programs and special events
- Social media monitoring and content creation

Qualifications

- Self-starter with the ability to manage tasks independently
- Familiarity with social media platforms
- Outgoing, energetic personality
- Comfortable making phone calls and interacting with the general public
- Familiarity with Microsoft Office (Excel, Word, Publisher, PowerPoint) required
- Comfortable with writing, editing and proofreading

To apply, please email cover letter and resume to:
Christine Brown at volunteersmanh@alz.org
Please indicate for which semester you are applying