



## Social Media/Marketing Intern

**Reports to:** Randi Spitko, Special Events Coordinator

**Position Status:** Intern (unpaid)

**Time Commitment:** 20 hours per week minimum

### About Susan G. Komen® Greater Atlanta:

Susan G. Komen Greater Atlanta was established in 1991 and is one of over 100 Affiliates in the U.S. and Europe. Komen Atlanta works within our community to provide low-income uninsured women with access to breast cancer screening and diagnostic services. This work is important, particularly in metro Atlanta: 53 women will be diagnosed every week, and 9 will die. And this has to change. In 2015, Komen Atlanta invested more than \$1.5 million in grants to 16 local organizations funding lifesaving education, patient navigation, treatment support and treatment programs in our 13-county service area. Since 1991, Komen Atlanta has raised more than \$44 million to fund potentially lifesaving services for low-income uninsured individuals.

### Position Overview & Basic Function:

The Social Media/Marketing intern will support our mission by developing internal/external communications, marketing and collateral materials, social media posts and e-news to share our messaging through various outlets. The position requires excellent advertising writing skills and ability to effectively plan and implement various educational and fundraising messaging. This internship will provide practical entry-level experience by working directly with the Komen Atlanta team to provide support to day-to-day administration as well as special projects and events.

### Primary Responsibilities:

- Assist with the development and execution of Komen Atlanta internal and external communications, marketing and collateral materials and advertising/publicity campaigns
- Collaborate with staff to create a comprehensive communications calendar for emails and all social media platforms
- Create and implement a social media strategy surrounding upcoming signature events, National Breast Cancer Awareness Month, and other mission-related messaging
- Communicate Komen Atlanta's community efforts and events effectively through each platform
- Utilize Adobe Design Suite to create invitations, web graphics, magazine advertisements, event brochures, educational and fundraising collateral, signage and more
- Analyze marketing statistics and research to find new ways to use our platforms to reach more individuals within our service area
- Assist with marketing and social media needs for these initiatives:
  - Fall: Breast Cancer Awareness Month, End of Year/Holiday Giving Campaign, Bubbles & Bling
  - Spring: Bubbles & Bling, Surviving & Thriving, Race for the Cure
  - Summer: Race for the Cure wrap-up, Fall Events, Third Party Events, Breast Cancer Awareness Month
  - Various survivorship conferences
  - Komen Atlanta Annual Update Event
  - Other campaigns and events as assigned
- Other office-related tasks as assigned

### Required Skills & Education:

- Skilled in advertising writing and writing for social media
- Proficient in WordPress, Facebook, Twitter, Instagram, and other outlets
- Experience with Adobe Illustrator, InDesign, and email marketing tools preferred
- Microsoft Office proficient

- Detail-oriented with strong project management skills
- Strong interpersonal, verbal and written communication skills essential with both internal and external clients
- Ability to work with a team and independently
- Efficient time management to meet all deadlines and multi-task across large projects
- Ability to work well under pressure and in a fast-paced work environment
- Willingness to learn
- Ideal for candidates pursuing a degree in Public Relations, Journalism, Communications, or Marketing
- Must be enrolled in an undergraduate/graduate program or a recent graduate

**Benefits:**

- Opportunity to gain insight into the non-profit sector
- Hands-on ownership of projects, building experience in project management
- Build a work-based portfolio
- Develop above entry-level skills

**About Susan G. Komen®:**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982 that promise became Susan G. Komen® and launched the global breast cancer movement. Today, Komen is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.