INTERNERSHIP POSTING

Company: Lupus Foundation of America – Piedmont Chapter
Location: Charlotte, NC
Category: Non Profit/Community Service
Job Title – PR/Marketing Intern (Summer 2012, Fall 2012, Spring 2013)
Hours: 20-40 Hours per Week (adjusted to fit intern’s schedule)

Company Description:
The Lupus Foundation of America (LFA) is the nation’s leading nonprofit voluntary health organization dedicated to finding the causes of and cure for lupus and providing support and services to all people affected by lupus. The LFA, Piedmont Chapter is a 20-county area in the Piedmont region of North Carolina which serves 15,000 individuals living with lupus.

Qualifications:
Student must be currently pursuing a degree in Communications, Marketing, Advertising, Public Relations, or a closely related field. Strong computer, verbal and written communications skills are necessary for successful completion of duties. Web and graphic design and social media background a plus.

Job Description:
The Intern will assist the chapter with key tasks as they relate to the chapter’s programs and fundraising events: media relations support, marketing of chapter activities, assisting in social media efforts. This will be a cross reference of many public relations & marketing avenues such as grassroots initiatives, traditional media, and social media. Will work with existing platforms: e-newsletters, chapter website, Facebook, Twitter, and Linked-In. Will assist in prospective new avenues: blog, online pr tools, QR codes.

Professional and educational development includes:
- Introduction to non-profit media relations, & promotion
- Interaction with media, sponsors, key stakeholders
- Learning the craft of messaging related to mission-focused work
- Training in long-term planning for campaigns (scheduling & implementing multiple messages through multiple avenues)

To Apply:
Full Application forms can be requested at info@lupuslinks.org or 704-716-5640 ext 4. Be sure to indicate your interest is in the “PR-Marketing Internship” and which term you are applying for.
Completed application forms are due by 5:00pm on designated day below.

Summer 2012 – Application Deadline April 6, 2012
Fall 2012 – Application Deadline August 3, 2012
Spring 2013 – Application Deadline November 30, 2012
2012-2013 INTERNSHIP PROGRAM
PR/MARKETING INTERN

Position:
Upon selection, the Intern will work in the PR Department, under the direction of the President and CEO, approximately 20-40 hours per week (hours can be adjusted as needed). The duration of the internship is contingent upon the completion of assigned projects and/or graduation. NOTE: This is an unpaid position.

Scope of Internship:
The Intern will assist the chapter with key tasks as they relate to the chapter’s programs and fundraising events: media relations support, marketing of chapter activities, assisting in social media efforts. This will be a cross reference of many public relations & marketing avenues such as grassroots initiatives, traditional media, and social media. Will work with existing platforms: e-newsletters, chapter website, Facebook, Twitter, and Linked-In. Will assist in prospective new avenues: blog, online pr tools, QR codes.

Professional and educational development includes:
- Introduction to non-profit media relations, & promotion
- Interaction with media, sponsors, key stake holders
- Learning the craft of messaging related to mission-focused work
- Training in long-term planning for campaigns (scheduling & implementing multiple messages through multiple avenues)

Minimum Qualifications:
Student must be currently pursuing a degree in Communications, Marketing, Advertising, Public Relations, or a closely related field. Strong computer, verbal and written communications skills are necessary for successful completion of duties. Web and graphic design and social media background a plus.

For additional information on the Lupus Foundation of America – Piedmont Chapter, please visit the web page at www.lupuslinks.org.

Application Instructions:
All applicants must submit the following PRIOR to the application deadline:
- Internship Program Application
- Current resume
- Two writing samples

Application Procedures:
- The application packet can be submitted via email, fax or mail.
- Completed application packets are required at the time of submission.
- Completed Applications must be submitted no later than listed deadline.

Terms & Application Deadlines:
- Summer 2012 – Application Deadline April 6, 2012
- Fall 2012 – Application Deadline August 3, 2012
- Spring 2013 – Application Deadline November 30, 2012
Semester Term Applying For

Name

Last
First
M.I.

Address

Street
Apt.
City/Sate
Zip

Permanent Address (if different from above)

Street
Apt.
City/Sate
Zip

Telephone

Mobile
Daytime
Evening
Other

Email

Address 1
Address 2

Student Information

Name of Educational Institution
Major
Minor (if applicable)
Year Classification
Grade Point Average (Cumulative)
Expected Graduation Date

NARRATIVE RESPONSES (PLEASE ANSWER THE FOLLOWING QUESTIONS ON A SEPARATE SHEET)

1. Why do you want to serve in the Internship Program of the Lupus Foundation of America – Piedmont Chapter’s Development Department?

2. What skills/talents do you possess that would contribute to the PR/Marketing Intern Program specifically?

3. What do you consider your most significant accomplishment? Why?

4. How do you deal with time deadlines?

5. What would you hope to get out of this experience?

6. How would this experience benefit your future career objectives?

I do hereby attest that the information that I have submitted in this application is correct to my knowledge. I also release permission to the Lupus Foundation of America – Piedmont Chapter to verify any information provided.

Signed

Date / /