



<b>TITLE:</b>	Development and Communications Internship
<b>LOCATION/DEPT</b>	Development Dept., Hartford CT
<b>REPORTS TO:</b>	Isabelle Miner and Katia Sekaly

### **Organizational Overview:**

The National Multiple Sclerosis Society mobilizes people and resources to drive research for a cure and to address the challenges of everyone affected by MS. To fulfill this [mission](#), the Society funds cutting-edge [research](#), drives change through [advocacy](#), facilitates professional education, collaborates with MS organizations around the world, and provides programs and [services](#) designed to [help people with MS and their families](#) move their lives forward.

### **PART I. Position Summary:**

The development and communications intern will support the Walk MS development team in achieving overall recruitment and sponsorship goals. This role will assist with a wide range of projects as well as gain hands on experience during event preparation, set-up day-of, and break down. The intern will take the lead on promotional outreach and distribution of promotional content in local communities. Furthermore, the intern will gain an understanding of the internal operations of a nationally aligned non-profit organization.

### **PART II. Essential Functions/Responsibilities:**

#### **Learning Objectives**

- Learn to collaborate in a creative and team focused environment
- Gain the full understanding and scope of events and fundraising from planning, execution, to post-event communication

#### **Event execution – Walk MS (50%)**

- Research and contact potential sponsors/vendors for individual Walk sites includes mapping local towns for efficient acquisition
- Participate in implementation of operational plan and engagement goals for market Walk MS events
- Support the recruitment, cultivation, and retention of participants, teams and existing sponsors
- Assist event logistics team for Walk MS day-of preparations (creating day-of signage; pack supplies, script preparation, etc.)
- May work with volunteer committees to ensure that committee members are fully supported and accomplish tasks required for successful events

#### **Communications – Walk MS (50%)**

- Produce content for local Facebook updates

- Create and follow up about content in local news outlets
- Promotional materials distribution in local communities
- Take part in outreach to teams for content creation and engagement
- Assist with web, social, and email form creation and scheduling
- Develop new content topics to grab the attention of participants, captains, and donors

### **PART III. Requirements:**

#### **1. Field of Study:**

Communications/Sales/Marketing/Business/Public Health/Public Relations/Non-Profit Management/Hospitality or any other related field

#### **2. Year in school:**

Available to all students

#### **3. Time Commitment:**

Duration: January-May 2018

Hours per week: part-time (10 hours minimum)

#### **4. Minimum Experience/Skills**

- In the process of completing a higher education program in communications, marketing, business, hospitality, public relations or any other related field
- Proficient in Microsoft Office
- Ability to communicate and present with potential donors and sponsors
- Team player but also capable of working independently
- Ability to work well with deadlines and under pressure

#### **5. Technical/Other requirements (Computer applications/software experience; travel needs)**

- Valid driver's license
- Weekday/weekend flexibility in April and May (asset)
- Ability to lift and carry supplies
- Dependability, flexibility, and ability to maintain confidentiality.
- Ability to work with GIMP and/or Adobe suite (asset)

### **PART IV. Benefits:**

- Great hands-on experience in a national organization
- Course credit
- Work related expenses covered
- Workplace etiquette training

- Individual workspace
- Working towards the mission to End MS Forever