



**National
Multiple Sclerosis
Society**

Summer Intern 2010
SOCIAL MEDIA MARKETING STRATEGIST INTERN
National Multiple Sclerosis Society, Central PA Chapter
2040 Linglestown Road, Suite 104
Harrisburg, PA 17110

Department/Program: Development
Position Title: Social Media Marketing Strategist Intern

Key Responsibilities:

- Deliver successful solutions in the ever-changing industry of social networking
- Nurture and manage social media/internet communities
- Develop methods for generating awareness through social media, online communities and chapter Web site
- Copy writing and messaging in creative manner
- Create and maintain social media and networking sites
- Assist staff with the development of the chapter Web site
- Assist in the development, launch and maintenance of a robust social media strategy
- Collaborate with digital team on ensuring consistent brand representation across any and all digital platforms
- Work with team members to develop content for the social media space
- Serve as day-to-day project liaison for digital media and online monitoring agencies
- Oversee content prioritization and windowing across all external digital platforms
- Comply with National Multiple Sclerosis Society, Social Media Guidelines, April 2009
- Follow the guidance of the designed staff member liaisons

Initial Impact: The Summer Intern is crucial in helping the Chapter in its planning and execution of its marketing strategy.

Sustainable/Long-Term Outcomes: The Summer Intern will create long-lasting partnerships and templates that the Chapter will use for years to come. This will

result in increased awareness and funding to assist the Society to spread the word about MS and ultimately achieve its goal of a world free of MS.

Training: Customer Service Training

Commitment: Full or part-time. Minimum commitment of 8 to 10-weeks (May-August, 2010) 5-10 hours a week. Internship is unpaid. Report to: Scott Garner, Director of Development.

Qualifications:

- Excellent oral and written communication skills
- High interest in learning about public relations, marketing, special events, development, client services and advocacy
- Comfortable speaking with others and working with a variety of people
- Familiarity with the media
- Basic understanding of the benefits of customer service
- Strong organizational and multi-tasking skills
- Ability to work well independently and with groups
- Capable of taking initiative
- Flexible and adaptable
- Proficient with Microsoft Office: Word, Excel, Outlook, PowerPoint, Access and Publisher
- Knowledge of how to leverage Facebook, MySpace, Twitter, YouTube, online communities, blogs, message boards, e-mail discussion groups, live chats, digital press releases, and article writing for maximum customer engagement
- Embraces and enjoys demonstrable “buzz generation” success employing online public relations and social media marketing tactics
- Ability to meet deadlines
- Tech savvy on social media functionality

Benefits:

- Excellent opportunity to obtain professional references
- Learn how mass market events that engage thousands of participants and volunteers are implemented for a large, nationally respected nonprofit organization
- Acquire new skills and knowledge of software
- Opportunity to meet new people with diverse backgrounds
- Chance to contribute to a professional and friendly workplace that embraces each individual’s skills and abilities
- Opportunity to Join the Movement to do something about MS Now

Send cover letter, resume, schedule of availability and writing sample to:

**National Multiple Sclerosis Society, Central PA Chapter
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1-800-227-2108
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