



Summer Intern 2011 - PUBLIC RELATIONS AND EVENTS INTERN – bike MS/MS Polo

National Multiple Sclerosis Society, Central PA Chapter
2040 Linglestown Road, Suite 104, Harrisburg, PA 17110

Department/Program: Development

Key Responsibilities:

- Draft a variety of Chapter communications, including press releases, newsletters, articles, recruitment pieces and pitch letters
- Solicit and obtain contributions from potential sponsors and donors with staff guidance
- Engage and collaborate with volunteer committees, groups and individuals
- Serve as a community advocate educating supporters about multiple sclerosis
- Available on the following dates: Bike MS: Friday **July 15** Saturday **July 16**
MS Polo: **Friday August 12** and **Friday August 13**
- Assist with maintaining and managing databases
- Develop marketing pieces
- Assist with logistical aspects of events
- Prepare event mailings
- All other duties as necessary or assigned

Initial Impact: The Summer Intern is crucial in helping the Chapter in its planning and execution of three major fundraising events.

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, mentorship and staff guidance

Commitment: Full or part-time. Minimum commitment of 10-weeks (Bike MS May-July 2011) (MS Polo May-August 20-40 hours a week. This is an unpaid internship. Report to: bike MS-Rachael Speelman, Senior Campaign Manager, MS Polo-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 Word and Excel programs/Knowledge of Microsoft Power Point and Publisher a plus

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 & to Join the Movement to do something about MS Now
- Chance to contribute to a professional and friendly workplace that embraces each individual's skills and abilities

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

National Multiple Sclerosis Society, Central PA Chapter

ATTN: Scott Garner, Director of Development

2040 Linglestown Road, Suite 104

Harrisburg, PA 17011

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