



Communications and Marketing Student Internship

Omaha Office Only

Organization Description

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. The mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. The Alzheimer's Association has been recognized as a top large nonprofit to work for by The Non-Profit Times, the leading information provider for the nonprofit sector.

Communications and Marketing Student Internship Description

The internship program is designed to give participants firsthand experience in community engagement and relationship building, with special attention focused on efforts to increase concern and awareness about Alzheimer's disease with the Communications and Marketing Department. The Communications and Marketing Intern is responsible for assisting with tasks to support creative services, marketing/social media, media development and engagement and public relations efforts. This is an excellent opportunity to improve your knowledge of Alzheimer's disease and other dementias, strengthen oral and written communication skills, improve marketing abilities, develop graphic design skills, and engage with media partners.

Responsibilities Include

Creative Services:

- Organize and edit e-mail and postal mail lists, and assist in mailing efforts
- Assist with rebranding of Chapter print materials
- Assist with production of fliers and other print collateral

Marketing/Social Media:

- Designing and scheduling social media posts
- Writing e-newsletter articles and letters to the editor
- Tracking paid impressions for reporting purposes
- Tracking and reporting on social media statistics

Media Development and Engagement:

- Organizing and editing Chapter media list
- Building community calendar listing
- Posting events to community calendar
- Developing press releases for special events and services
- Visiting media partners and providing Alzheimer's Association materials

Public Relations

- Scanning media for applicable stories
- Engaging new constituents in understanding Alzheimer's Association
- Working with spokespersons to cover events
- Developing spokesperson training content

Skills and Qualifications

- Demonstrated success in communicating effectively, oral and written, in both large and small groups
- Proven initiative to research potential leads and make initial contact independently
- Demonstrated ability to self-start and problem-solve
- Highly motivated and creative
- Strong organizational skills
- Outgoing and personable
- Progress toward Bachelor's or Master's degree in Communications, Marketing, Business, Public Administration, Public Health, Non-Profit Management or related industry
- Previous work with marketing and developing content for distribution preferred.
- Proficiency with Microsoft Office applications (especially Word & Excel) and Google

Inclusion

We strongly encourage applications from candidates with diverse backgrounds.

Time Commitment

The internship is 10-30 hours per week, Monday - Friday. Includes occasional weekends. The Alzheimer's Association will work with the student to accommodate their schedule. School holidays and vacations will be respected.

Training

- Orientation to the Alzheimer's Association
- Event specific training as needed

Compensation

This is a rewarding internship position in a great working environment with wonderful opportunities for professional growth. The Alzheimer's Association will work with the college or university to provide proper credit and oversight. Financial compensation is not provided.

Application Process and Contact

Interested candidates should send a cover letter and resume to:

Elizabeth Chentland
Director of Communications
E-mail: echentland@alz.org

Phone: 402.502.4300, x 8256

If selected as a strong candidate for this internship, a formal application and Alzheimer's Association agreements are required.