



National Kidney Foundation of Louisiana
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Intern Job Description: Marketing and Communications Intern

The National Kidney Foundation of Louisiana (NKFL) is the only statewide voluntary non-profit health organization dedicated to preventing kidney disease, improving the health and well-being of individuals affected by this disease and increasing the availability of all organs for transplantation.

The NKFL provides vital patient and community services, conducts extensive public and professional education, advocates for patients through legislative action and supports local kidney research to identify new treatments through our three mission pillars of awareness, prevention and treatment.

Description: NKFL seeks a dynamic, self-starter to assist marketing and communications efforts. The intern will be responsible for assisting the organization in the development and implementation of its marketing and public relations plans. This internship is an excellent opportunity to experience various aspects of marketing while working for a well-known community based non-profit organization.

Reports to: Community Development and Programs Manager

RESPONSIBILITIES:

- Update and maintain NKFL social media presence, including scheduling and executing Facebook updates
- Monitoring social media web analytics on a weekly basis and providing reports of growth and other activity
- Assist in planning, writing and managing monthly eNewsletter
- Draft, distribute and pitch news releases, media alerts and other stories
- Utilizes monthly marketing and public relations calendar to coordinate with National focus
- Designing flyers, graphics, e-vites and other marketing materials for major events by NKFL
- Update the NKFL website when needed
- Collaborating with staff on new ideas, directions and venues for marketing and communications

QUALIFICATIONS:

- Firm grasp of available tools and platforms in the social media space
- Completed or working toward a college degree, preferable in a related field (e.g. Marketing/Communications, Public Relations, etc.)
- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (working knowledge of Word, PowerPoint, Excel). Proficiency in Adobe and Photoshop highly desired. Knowledge of HTML and graphic design a plus
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with press and community contacts
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadline
- Enthusiasm for the mission of NKFL and the patients we serve

WORKING CONDITIONS, EQUIPMENT USED AND SPECIAL INFORMATION

Must have unimpeachable integrity and trustworthiness while possessing a high degree of tact, discretion and professionalism. Maintains effectiveness under pressure. Verbal and written communication skills will be used on a daily basis. Competency in use of a multiple-line telephone, personal computer, fax machine, photocopier and other standard office equipment. Flexible to work evenings/weekends as needed, pending preapproval.

Start date: Position open until filled, requires 4-6 month commitment

Hours: 8 – 12 hours per week, office hours: 8:30 a.m. – 5:00 p.m.

Compensation: This is an unpaid/volunteer internship

To Apply: Please send cover letter and resume to Torie Kranze at torie@kidneyla.org and Tracey Eldridge at tracey@kidneyla.org