



Marketing and Events Internship, Spring 2018

Organization: Big Brothers Big Sisters of East TN

Internship: Marketing and Events Intern

Overview: Marketing and Events Interns will work directly with the agency's Marketing and Events Director. Interns will have the opportunity to work first-hand with local news and radio stations, partnering business and volunteers to promote BBBS' mission and program. Interns will also assist with all aspects of Marketing, Public Relations, Development, and Events as assigned.

Duties and Responsibilities:

➤ **Public Relations responsibilities include:**

Description: Working to support and strengthen branding identity of Big Brothers Big Sisters through utilization of traditional forms of media and social media outlets.

- Working with local media by writing press releases and updating press lists.
- Maintaining information on organization website and social media outlets.
- Creating and distributing flyers and marketing materials.
- Working in a variety of venues including community events and fairs for the purpose of promoting Big Brothers Big Sisters and recruiting event participants and volunteer mentors.
- Taking photographs and freelance photography as needed.

➤ **Marketing and Development responsibilities include:**

Description: Working to help build agency partnerships with volunteer rich groups through partnership development opportunities.

- Assist with corporate partnership development
 1. Participating in volunteer recruitment fairs at companies.
 2. Researching and working to set appointments to meet with key company contacts.
 3. Assisting with correspondence to corporate contacts.
 4. Networking and contacting business and community leaders.
- Learning and utilizing Big Brothers Big Sisters fund development system, Neon, for electronic marketing to support activities of Big Brothers Big Sisters.
- Participating in limited general office duties, including data entry, copying, faxing, filing, and mailing.
- Other duties as assigned.

➤ **Special Events responsibilities include:**

Description: Working to support the success of Bowl for Kids' Sake through recruitment and in-kind sponsorship and donations.

- Calling and helping gather prizes for BFKS
- Gathering items needed for each event.

- Other duties assigned as needed for these events.

Position Requirements:

Unpaid Intern, 10-30 hours per week preferred (dependent upon applicant). Resume and cover letter required. Writing and other work samples preferred.

Volunteers functioning in staff positions meet same personnel requirements and follow same policies and procedures.

Skills/Abilities:

Microsoft Office Suite proficiency, excellent written and verbal communications skills, strong interpersonal skills and a sense of humor. Proficiency in Adobe Creative Suite and basic website knowledge a plus.

Qualifications:

Public Relations/Communications and Business/Marketing majors preferred; other majors with relevant interests and background will be considered.

Submit resume to:

Alli Damas, Marketing and Events Director / 318 N. Gay Street, Suite 100 / Knoxville, TN 37917/ phone (865) 523-2179 ext. 9455 / adamas@tennesseebig.org

About Big Brothers Big Sisters of East TN: *Big Brothers Big Sisters of East Tennessee (Tennesseebig.org) provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever. Through these relationships, children achieve success throughout their lives. Big Brothers Big Sisters of East Tennessee served more than 850 children in 2017. Through one-to-one mentoring relationships, these children make better decisions about their lives, have a better attitude about school and choose to avoid risky behaviors.*