



FALL 2018 PUBLIC RELATIONS/COMMUNICATION INTERNSHIP

About United Way of Greater Rochester:

United Way is a not-for-profit organization serving the Greater Rochester community for 100 years. Our purpose is to help solve critical challenges for local people in need by investing in services and collaborating on solutions. For more information on United Way visit www.uwrochester.org.

About the Internship:

You will assist our Director of Marketing and Communications and our Sr. Communications Associate with public relations and communications. You will also gain hands-on experience on what it's like to work with an in-house marketing and communications team.

This position is for current juniors or seniors studying marketing or PR and requires a 10-15 hour/week commitment for the fall 2018 term.

Scope of Responsibilities:

- Writing and updating materials and letters for United Way's 2019 campaign.
- Creating media materials (alerts, releases) for events and announcements.
- Support the coordination, implementation and posting of United Way's donor recognition and thank you program.
- Support United Way's ROC the Day event with email blasts, social media, contest promotion and monitoring, and troubleshooting.
- Additional event support as needed.

Requirements:

Working toward a bachelor's degree in marketing, public relations or a similar field
Proficiency in Office software tools

To apply:

Please submit resume to HR@uwrochester.org by July 13.