

Public Relations Internship – Summer 2019

Brain Injury Association of Virginia

About Us

For 36 years, the Brain Injury Association of Virginia has been the only state-wide resource for brain injury information, resources, advocacy, education, and outreach. Our mission is to advance education, awareness, support, treatment and research to improve the quality of life for all people affected by brain injury. Our office is made up of diverse, passionate, and forward-thinking staff members who work collaboratively to solve problems and increase the number of people we serve. BIAV is searching for a summer intern who will work with our Community Engagement Specialist and Communications & Special Events Coordinator on a variety of tasks and projects. This intern will be most heavily involved with development efforts, design and marketing for our programs and events, brainstorming new outreach events, creating social media content, and be given the opportunity to design and complete a project of your choosing. We are seeking an intern who is creative, motivated, outgoing, and interested in working with non-profits.

*No prior experience in brain injury services is required

Expectations

- 10-week internship; 25 hours minimum per week (days are flexible)
- Unpaid
- Start time determined upon hire

Tasks

- Business and event research for membership/development/community collaborations
- Event, conference, and expo research from across the state to have a presence at
- Help create meetup ideas - reach out to locations for event info
- Send cold outreach emails as needed
- Research and gather media contact information
- Solicit raffle prizes for Fall 2019 golf charity event
- Social media content curation (FB, Twitter, and Instagram)
- Marketing planning (for conference, caregiver forum, giving Tuesday, etc.)
- Analytics (collecting data/researching new ways to collect it and improve our metrics)
- Assist with 2020 Legacy Dinner venue research/timeline planning
- Assist with 2019 Golf Charity Classic logistics and marketing
- Administrative tasks on occasion

Objectives

- Gain experience in event marketing for fundraisers, conferences, and promotions
- Exposure to different types of event planning structures, timelines, and logistics
- Gain hands-on experience in development efforts
- Learn and implement key outreach strategies
- Learn basic design skills and programs
- Strengthen leadership skills by leading a project from start to finish

Intern Requirements

- Earning a degree in marketing, communications, event management, business, or public administration
- Experience with design programs such as Illustrator, InDesign, Canva, or Photoshop a plus
- Attention to detail
- Enjoys creative projects (graphic design work)

*Please send a resume and cover letter to erin@biav.net and brandon@biav.net to be considered; an interview will be required