



**American  
Red Cross**

# American Red Cross - Pikes Peak Chapter *Job Description*

## **Marketing Intern**

**Date: June 1, 2011**

**Position Title:** Marketing Intern **Reports to:** Business Manager

**Job Summary:** This position involves administration assistance, event planning and implementation assistance, composing correspondence, as well as various avenues of research. Some weekend work will be required.

### **Job Duties**

- Gather seasonal media & demographic research
- Develop press releases and email blasts
- Compile and distribute electronically the monthly newsletter
- Assist with maintenance/monitoring of social network sites
- Assist with shows in various capacities as needed (Heroes events, fundraisers, etc)
- Assist with and perform any other duties as needed or assigned by Marketing Director

**This is a volunteer position.** College credit may be available depending on the requirements of your college or university, and your degree plan.

Interested applicants should send a cover letter and resume via mail to:

American Red Cross  
Attn: Linda Russett  
1040 S. 8<sup>th</sup> Street  
Colorado Springs, CO 80905

Or email to: [lrussett@pparc.org](mailto:lrussett@pparc.org)

**General Comments:** The ideal candidate would be available 20 hours per week, possess an outgoing, friendly personality able to work with diverse groups of people including volunteers. Knowledge of and experience with Microsoft Word, Excel and internet. A working knowledge of MS Publisher would be a definite plus.

**Approval:**

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Director of Development and Marketing

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Date