Communications/Marketing Intern – 2020

The intern will work as a member of the staff team to promote current and future programs, services and events of the National Kidney Foundation of Wisconsin (NKFW).

Key Responsibilities:
- Develop electronic or social media communications or marketing materials that integrate the organizational brand
- Create targeted marketing campaigns and messaging which increases constituent participation or engagement
- Evaluate effectiveness of assigned electronic and social media tasks/projects
- Conduct constituent interviews and develop written or online profiles for publication
- Write media alerts and releases and outreach to appropriate media outlets/platforms
- Design and implement constituents’ surveys or post-event analysis reports, as assigned
- Other assignments based on institutional requirements or intern preferences or personal development plan

Requirements/Attributes:
- Excellent verbal and written communication skills
- Experience with social media platforms through academic study or employment experience
- Able to work in a diverse and multi-generational professional office environment
- Ability to multi-task and collaborate on team projects
- Personal interest in health or health-related marketing
- Access to a personal computer and reliable transportation
- Experience working with volunteers and diverse community members, a plus

Time Commitment: Part-time with flexible hours, 10 hours/week (minimum); 15 - 20 hours/week preferred

Other: This an unpaid internship.
The NKFW is committed to offering a customized internship experience that meets the personal interests and institutional requirements of any university, employer or government agency.

To Apply: Send a cover letter, resume, and link to online portfolio (if available) to: nkfw@kidneywi.org. Please use “Communications/Marketing Intern” in the Subject Line.

The National Kidney Foundation of Wisconsin (NKFW) is a statewide health charity committed to improving public health and reducing the impact of chronic kidney disease in Wisconsin. Through its awareness and prevention campaigns; educational offerings; kidney health screenings; professional education programs; organ and tissue donor awareness events; and advocacy initiatives, the NKFW is known as the leading promoter of kidney health and organ donation in Wisconsin.

Incorporated in Wisconsin in 1968, the NKFW offers free educational and screening programs, a local helpline, services and support for dialysis patients, transplant recipients, living donors, individuals who are at-risk of developing kidney disease, individuals waiting for a transplant, family members and healthcare providers.