



MARKETING & DEVELOPMENT INTERNSHIP SPECIAL OLYMPICS PA

Title: Marketing and Development Intern

Description:

The Marketing and Development Intern will assist both the Special Events and Marketing Communications Managers in the implementation of various marketing strategies for Special Olympics Pennsylvania. The right individual is self-motivated, organized, detail-oriented and exhibits pro-active communication.

Responsibilities:

- Assist in the creation and implementation of marketing and fundraising campaigns through social media, videos and communications. Campaigns include Polar Plunges, Competitions, Special Events, daily posts.
- Assist in the writing and distribution of press releases and media alerts to state-wide media sources and provide support for follow-up. Research and identify potential PR opportunities.
- Attend various fundraising and competition events to gather photos and videos, and engage in day-of event social awareness.
- Collaborate with internal departments on projects, assignments, and events
- Assist in creation of a variety of marketing materials to meet a range of needs including promotional event pieces, marketing decks, etc.
- Determine ways in which SOPA can utilize social media sites to monetize fan base and raise money for upcoming events.
- Prospect and develop a number of contact databases for participant, volunteer and sponsor recruitment.

Position Requirements:

- 15 hours per week including some weekends and evenings as required. (Expenses covered/reimbursed during travel related events (i.e. food, housing))

Qualifications:

- Proficiency in Microsoft Office (Word, Excel, Power Point, & Publisher helpful)
- Knowledge of Adobe Photoshop, Adobe Illustrator, Graphic Design, and video editing is a plus.
- Excellent written and verbal communication skills.
- Ability to work independently and as a part of team in a fast-paced environment.
- Basic understanding of photo editing and social media.
- Availability to take photographs/videos on-site (Norristown office) or at special events with prior given notice
- Possess a positive attitude
- Exhibits personal qualities such as open-mindedness, enthusiasm, and adaptability.

Experience gained:

- Event Exposure
- International sports organization
- Non-profit sector
- Solicitations for donations of services and products
- Microsoft Office (Word, Excel, Power Point, Publisher)
- Social Media
- Marketing/Public Relations
- Networking with a variety of professionals in non-profits, business, education, sports, etc.

APPLICATION INSTRUCTIONS: Submit a letter of interest and resume to careers@specialolympicspa.org

No phone calls will be accepted. Communications from recruiters will not be acknowledged.

EEO/M/V/H/V

ORGANIZATION DESCRIPTION

Special Olympics Pennsylvania provides year-round sports training and competition in a variety of Olympic-type sports for children and adults (age 8-80) with intellectual disabilities. All training and competition opportunities are provided free of charge to athletes, enabling everyone to experience the benefits of Special Olympics that extend well beyond the playing field. The athletes of Special Olympics – nearly 20,000 strong in Pennsylvania – are constant reminders of all that is right with the human spirit. Pennsylvania is the 7th largest program and one of the strongest Special Olympics programs in the United States. For more information about how SOPA inspires greatness, visit www.specialolympicspa.org.