About Ronald McDonald House Charities®

At the Reno Ronald McDonald House (RMHC® Northern Nevada), we provide a home-away-from-home for families who need to be near their child when it counts the most. With support from our generous volunteers and donors, we’re able to provide the gift of togetherness to those families living with the realities of a sick child. Families who live more than 30 miles away and who have a child receiving critical treatment at an area hospital can stay at the Reno Ronald McDonald House, where they are provided with lodging and food and close access to the region’s healthcare providers. We also help ease additional emotional burdens that come with a hospital stay through our Ronald McDonald Family Room located in Renown Children’s Hospital, provide WIC coupons and health education to Reno and Sparks residents with the Ronald McDonald Care Mobile. In addition, we offer travel assistance for those families who need to travel to specialized care not available locally through our Travel-for-Treatment program. We also provide scholarships for higher education to northern Nevada students through the RMHC U.S. Scholarship Program. Our goal is to enable children to heal faster by keeping their families close. Our mission is to create and support programs that directly improve the health, education and well-being of children and families.

About the Internship

Reporting to the Executive Director and the Marketing and Communications Manager, the incoming intern will serve as support for the marketing and communications programs within RMHC® Northern Nevada. The intern will assist in the development of marketing concepts, public relations communiques, and social media campaigns and content. The intern will also assist in the production of direct mail pieces, newsletter emails, and guest family stories. The intern will also be requested to help in the management and production of fundraising events. This internship will require a candidate who is motivated in seeking out stories that can resonate with potential donors and comfortable crafting appropriate materials through multiple channels and for their respective audiences. This position will provide the intern with a foundation of how critical the marketing and communications functions are in a non-profit environment and offer multiple opportunities to hone the crafts of storytelling and persuasive dialog.

Qualifications

- Above average computer skills, including knowledge of website tools and social media platforms.
- Graphics and video production skills are ideal
- Proficiency in written and oral communication skills
- Ability to work well in teams and exercise sound judgment when working individually
- Must demonstrate good judgment, good decision-making ability, creativity and dependability
- Physical demands: While performing the duties of this job, the intern is occasionally required to walk, sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms; balance, stoop, talk or hear. The employee must occasionally lift and/or move up to 50 pounds
- Must successfully complete background check
Internship Duties

70% - Communications: Marketing/Public Relations
- Contribute to the crafting of organization’s editorial calendar and populate social media content as appropriate
- Seek stories to publicize or produce among guest families of the Reno Ronald McDonald House®, the Ronald McDonald Family Room® and the Ronald McDonald Care Mobile®
- Support organization’s signature events when appropriate, including logistics, marketing and public relations materials; particularly in coordinating the social media presence for the 4th Annual Red Shoe Gala
- Assist in reviewing website for necessary revisions, edits, etc.
- Collect and compile metrics for recent campaigns and upcoming campaigns
- Assist with the creation of PSA/Donor videos/audio programming/video projects at the House
- Help bolster relationships with members of media and social media influencers
- Assist in producing and bolstering efficacy of new fundraising campaigns
- Work closely with Manager to develop innovative collateral for younger generations
- Support third-party fundraisers when appropriate, including logistics, negotiations and marketing materials

20% - Program Support
- Support overall House operations, including direct support to families, their emotional needs and requests, communications with hospitals regarding family referrals and issues, and all other House programs – as/when needed
- Perform other duties as assigned

10% - Grants/Development
- Manage deadlines for grant and development initiatives
- Construction of starting materials for proposals and grants

$12/hour for 120 hours
Spring Semester 2017
Apply by November 1st, 2016
at www.unr.edu/career