



National Kidney Foundation of Arizona Marketing & Public Relations Internship Program

About Us:

The National Kidney Foundation of Arizona (NKF AZ) is proud to have dedicated over 50 years of service, advocacy and compassion to Arizona's children and adults with chronic kidney disease. The Foundation's many programs bring help and hope to thousands of dialysis patients and transplant recipients, provide community education about kidney health and the prevention of chronic kidney disease, and encourage support of organ donation.

Internship Description:

Internship will offer hands-on experience in public relations, fundraising campaigns, social media management, strategic planning and media placement.

Interns will assist with projects such as:

- Promotional emails (monthly content calendar, copywriting)
- Quarterly newsletters
- Website updates (creation of pages, copywriting, image searches, etc.)
- Public Relations efforts, including:
 - Collaboration with 3rd party PR representative in the creation of pitch calendars, releases, and coordination of guest speakers/interviews
 - On-site coordination of guests and press
- Direct Appeal Campaigns (Winter & Spring Fundraising Campaigns)
 - Campaign strategy, content creation and coordination with advertising agency of record
- Social Media
 - Content calendar for foundation Facebook & Twitter pages
 - Coordination with other foundation departments in creation of weekly content
 - Timely replies to followers with questions on either platform
 - On-site social media coverage at foundation special events
- Strategic planning behind general promotion of: donations, special events, patient services, donor awareness project, vehicle donation program and mission.

Start Date: Position open until filled, requires 3-6 month commitment

Hours: 12-15 hours per week

Compensation: This unpaid/volunteer internship can fulfill school credit requirements. Internships may or may not be eligible for college credit, based on the various college/university guidelines; it is the intern's responsibility to make sure the internship meets these guidelines.

How to Apply: To be considered, send a cover letter, a resume including any relevant work experience, and a brief writing sample with to: HR@azkidney.org. Finalists will be contacted for an interview at the NKF AZ office.