



## INTERNSHIP DESCRIPTION

**Job Title:** Marketing and Communications Intern

**Exempt/Non-Exempt/Contract/Intern/Temporary:** Intern/Temporary

**Full-Time/Part-Time:** Part-Time - 15 to 20 hours per week

**Reports To:** Marketing & Communications Director

---

### About 24 Foundation:

[24 Foundation, Inc.](http://www.24foundation.org) is located in the Dilworth neighborhood only a short walk from the city-center of Charlotte, NC. 24 Foundation is a registered 501(c)(3) non-profit charity located in Charlotte, North Carolina with a mission to inspire and engage communities to make an immediate impact on the lives of people affected by cancer. Funds raised support local and national cancer beneficiaries including: Levine Cancer Institute, Levine Children's Hospital, the Keep Pounding Fund, Queens University of Charlotte, IU Simon Cancer Center, Franciscan Health, and the LiveSTRONG Foundation. 24 Foundation provides charity non-competitive cycling and walking events - in Charlotte, NC and Indianapolis, IN - that are safe, fun and open to all levels of riding and walking abilities. Since 2002, 24 Foundation has raised over \$20 million and welcomed over 18,000 participants to be involved in its annual event series. For more information visit [www.24foundation.org](http://www.24foundation.org).

### Summary:

The Communications & Outreach intern assists with the overall seamless functioning of 24 Foundation by helping with many of the communication needs and general office assistance of the organization. Core functions of this position include coordinating multi-channel communication plans focused on event recruitment, communication and fundraising. Tasks include content creation, social media monitoring, data analytics, stewardship, and outreach. Intern will gain experience in working in a nonprofit organization, fundraising, database management, community outreach, and communications. The position requires a positive attitude, ability to work independently and as a team, and proven writing, editing, and customer service skills. Must be comfortable on the phone and willing to attend events. The intern must adapt to cover a wide range of tasks as needed to ensure the overall strength of 24 Foundation operation. Internship will be done in office from May - August.

### Essential Duties and Responsibilities:

- Generate and analyze website, blog, and social media content
- Maintain website with updated information
- Maintain news archive
- Monitor, track and analyze social media engagement for trends
- Analyze digital campaign performance
- Conduct market research
- Manage relationships with event participants with outbound calling
- Assist staff at community events and expos

### Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### Education/Experience:

This is a part-time internship with stipend.

- A college student studying Marketing, Communications, Business or other related field with previous work experience is preferred.
- Motivation and ability to work independently and as part of a team.
- Must be comfortable on the phone.



- Strong communication skills, including excellent writing skills.
- Excellent organizational skills and attention to detail.

**To Apply:**

Please submit a resume, cover letter, and writing sample to [contactus@24foundation.org](mailto:contactus@24foundation.org) by March 1, 2019.