



**American
Red Cross**

Reports to: Regional Communication Director

Department: Communication

Background

You will be an integral part of our American Red Cross team! How would you like to work for one of the most respected, recognizable, and remarkable humanitarian brands in the world? The Red Cross plays a significant role in the fabric of our society – dedicated to helping people in need, in association with other Red Cross chapters across the country and around the world. We depend on volunteers and the many generous contributions of time, blood, and money from the American public to support our lifesaving mission. The Indiana Region of the American Red Cross will offer you a window into the world of our five service lines:

- Disaster Cycle Services (DCS)
- Biomedical (Blood Services)
- Training Services
- Service to Armed Forces (SAF)
- International Services

Job Summary

We need an intelligent, resourceful, and passionate intern to help the organization expand its communication, marketing, and public relations strategies across the state, with an emphasis on finding engaging and interactive ways to build a volunteer staff. Our organization will provide you with immeasurable hands-on communication, marketing, social media, public and media relations experience that will deeply broaden your knowledge and portfolio in a nonprofit environment. We are seeking an intern who is not afraid to take a chance, while bringing new communication and public relations ideas to the table!

Your Supervisor

Lamar Holliday, Regional Communication Director

lamar.holliday@redcross.org (317) 964-9301

Local Support

Donna Colón, Executive Director

donna.colon@redcross.org (317) 691-4046

Performance Dimensions and Tasks

Social Media

- Scheduling and curating content for multiple platforms; Facebook, Instagram, Twitter, and Vimeo)
- Maintaining all calendars and creating an effective social media strategy which will include researching organizations who might “friend” or follow the Indiana Region of the American Red Cross



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Public and Media Relations

- Writing news releases, media alerts and creating press kits
- Pitching and providing follow-up calls to the media
- Coordinating/scheduling department, volunteer, and board members for television interviews

Videography

- Working in different stages of video such as: filming, editing, uploading, delivery, etc.
- Understanding the digital media landscape and how to put together highly engaging video stories that spread across social media. Proficient with iMovie, Final Cut Pro and/or any other video editing software

Volunteers

- Recruiting volunteers across the region

Writing

- Compelling feature stories (developing fresh story ideas) on volunteers across the region
- Assist with after-action reports for selected special events related to marketing and public relations functions

Qualifications

- Basic computer knowledge (Microsoft Office Suite), along with prior social media experience
- Strong video experience is highly preferred, but not required!
- Adobe Software: Photoshop, InDesign, or Illustrator; design experience is a bonus!
- Supplies own computer (preferred) but not required
- Excellent interpersonal, communication and writing skills, along with a strict attention to detail and deadlines
- Candidates pursuing a degree in Public Relations, Marketing, Communication, Film, Digital Media, Performing arts or Mass Communication, Journalism, English, Business, or related degree