



## **Social Media & Public Relations Semester Internship**

### **ABOUT FCCLA**

**Family, Career and Community Leaders of America (FCCLA)** is a nonprofit national career and technical student organization for young men and women in family and consumer sciences education in public and private school through grade 12. Since 1945, FCCLA members have been making a difference in their families, careers and communities by addressing important personal, work and societal issues through family and consumer sciences education. Today over 190,000 members in nearly 6,500 chapters are active in a network of associations in 50 states as well as in the Virgin Islands and Puerto Rico.

### **ABOUT YOU**

FCCLA is looking for an undergraduate student who is interested in social media and public relations and is willing to work hard to build a portfolio of experience. Our intern will work closely with the Marketing & Membership team to develop new methods of reaching organizational stakeholders. The ideal candidate will possess a strong desire to work in a non-profit organization and a positive attitude. Our office is comprised of very driven, self-motivated individuals that are passionate about the organization. This is a perfect opportunity for someone trying to learn more about the nonprofit world to gain marketing and association experience.

### **ABOUT THE WORK**

#### **Responsibilities & Expectations Include:**

- Maintain PR calendar
- Maintain and contribute to chapter adviser blog
- Develop and maintain social media outreach
- Update and create press releases
- Work with the Marketing & Membership Manager to develop meeting specific media and public relations plans
- Train staff and stakeholders in proper social media use
- Contribute social media and public relations related information to organizational publications
- Support specific organizational events through social media and public relations efforts
- Participate in weekly staff meetings in person or by conference call
- Work with the Marketing & Membership Manager in completing additional tasks as assigned

## **QUALIFICATIONS**

- Currently enrolled in an accredited college at the undergraduate level
- Entering either junior or senior year in good academic standing, majoring in Communications, Business, Family and Consumer Sciences, Communications, or a related field
- Internship candidates will be expected to demonstrate excellent verbal, written and interpersonal communication skills along with proficiency in Microsoft Office (Word, Excel, and PowerPoint)
- Superior organizational skills to handle multiple tasks efficiently
- Ability to perform in a fast-paced environment
- Previous work experience (part-time, internship or volunteer) is preferred but not required
- An enthusiastic attitude and a strong interest in marketing and nonprofit associations

Please make note this is an unpaid internship (although some telecommuting costs could be reimbursed, depending on need). Some candidates may be eligible for college credit through university programs. Interested candidates will be required to provide writing samples as part of the interview process. This internship can be a part time (15-20 hours) internship during the work week. This internship can be done remotely with proper technology, if necessary.

## **SUBMIT RESUME & INTEREST STATEMENT TO**

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