



the **Aliveness** project

Marketing and Communications Internship - Spring 2018

Are you looking for an engaging internship that will give you hands-on experience? Are you interested in using your skills to connect with the community and create an impact? Do you love food and going out to eat? Then we welcome you to apply to the Marketing and Communications Internship here at The Aliveness Project!

The Aliveness Project was founded as a community center for and driven by people living with HIV. For over 30 years, we have been facilitating connection to community, offering nutrition & wellness services, and linking our members to resources to lead fulfilling & healthy lives.

As a Marketing and Communications Intern you will be assisting in the planning and execution of Dining Out For Life. Dining Out For Life is an international fundraising event that benefits local HIV/AIDS organizations through a day of dining out. Over 150 restaurants throughout Minnesota commit to donating 20-100% of their profits on Thursday, April 26, 2018 to The Aliveness Project.

Potential Responsibilities:

- Research potential new restaurants and assist with the recruitment of both new and returning restaurants.
- Create and distribute materials for restaurants
- Work with the events and projects manager and the volunteer manager to create videos to train volunteer ambassadors and participating restaurants.
- Manage social media for Dining Out For Life including Instagram, Twitter, and Facebook channels
- Develop social media kit that can be used to promote Dining Out For Life
- Assist with the recruitment of volunteer ambassadors

Desired Qualifications:

- Communication skills
- Creative, detail-oriented, and organized
- Computer skills including Excel, social media, and Outlook. Database experience is a plus!

Benefits:

- Gain experience in marketing, communications, and/or event planning in a non-profit setting
- Strengthen our community by supporting the work of The Aliveness Project
- Tailor internship to fit into career goals! Build your portfolio, network, or reach your professional development goals.

Time Commitment:

February through May, 5-10 hours per week. Flexible within The Aliveness Project's business hours: 9:00 AM – 5:00 PM Monday-Thursday and 9:00 AM – 4:00 PM on Friday.

Training:

One 45 minute training and orientation session is required, which includes volunteer paperwork and a background check. Basic information about HIV is provided and in-depth education is available upon request.

How to apply:

Send cover letter and resume to Laura Henry, Volunteer Manager, at laura@aliveness.org. Any questions can be directed to Laura at 612-822-7946 ext. 221 or laura@aliveness.org.