



Job Title: Communications/Marketing Internship

Div/Dept: Marketing & Communications

Reports to: Vice President of Marketing & Communications

I. PURPOSE OF THE JOB

Under the direct supervision of the Vice President of Marketing & Communications, the communications/marketing intern will support all aspects of the MLSC’s communications, public affairs and marketing activities. Works with the Vice President of Marketing & Communications, assisting with activities to include: writing, press releases, press list development, crafting event briefs, creating presentations, event planning and support, photography, graphic design, content development for social media, web, and print platforms.

II. FUNCTIONS AND RESPONSIBILITIES

Communications

- Write content for press releases, web, social media, presentations, reports
- Participate in public relations planning and outreach
- Strategize story placement and identify new and creative outlets
- Conduct issues research and organize into presentations
- Ensure MLSC consistency in all communication and marketing materials
- Monitor related news, keep current press contacts and track press coverage/create clips
- Draft content for and assist in preparation of weekly e-newsletter and other ecommunications

Social Media Marketing

- Promote content on services, topics, events and news via Twitter, Facebook and LinkedIn
- Develop social messaging across platforms • Analyze social stats, engagement, reach, etc.
- Work with partner agencies to leverage social media

Design/Photography

- Utilize graphic design software to create images and collateral material
- Utilize Adobe Creative Cloud to develop compelling imagery and collateral for the Center
- Assist with photography at public events for promotion in publications and on social media in real time
- Maintain photo “ library”
- Create photo and graphic elements for web and social media

Web

- Create/write content for the website
- Utilize content management system to update web content
- Develop web images

Events

- Participate in planning and executing events from start to finish
- Assist in creating appropriate materials for events
- Attend hearings, events and public speaking opportunities with the staff

Other

- Assist with the development and maintenance of positive, mutually-beneficial stakeholder relationships
- Perform other related duties as may be assigned or requested

III. KNOWLEDGE AND SKILLS

- Must have academic coursework or relevant work experience in PR, Communications, Journalism, Graphic Design, Digital Media, Business Administration and/or Public Administration.
- Must have high level of interpersonal skills, be able to maintain confidentiality and possess good judgment.
- Must be proactive, eager to learn, detail-oriented, comfortable with a dynamic environment, able to prioritize, comfortable working with colleagues from different cultures and backgrounds.
- Must have excellent verbal and written communications skills as well as strong organizational skills
- Must have basic computer skills in word processing, spreadsheets, database and presentation software (Microsoft Word, Excel and PowerPoint).
- Must have some Adobe Creative Cloud (PhotoShop, Indesign) design software experience.

VI. EXTENT OF PUBLIC CONTACT

- Extensive contact with internal and external stakeholders

VII. PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the primary functions of this job. The employee is frequently required to sit, stand, walk, talk, or hear; must be able to operate office equipment; occasional reaching above shoulder heights or below the waist; lift and/or move up to 15 pounds as required to file documents or store materials during the workday. The employee is occasionally required to use hands to finger, handle, or feel; and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision and color vision. Must be able to effectively communicate orally and in writing; must be able to establish and maintain professional interpersonal relationships. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

VII. WORKING CONDITIONS AND ENVIRONMENT

The work is performed primarily in an office setting. The noise level in the work environment is moderate.

- Full and part-time internship opportunities are available. Typical office hours are 9 a.m. – 5 p.m. Some evening events may be required.
- Occasional adjustments to schedule may be required

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This position offers the opportunity to gain valuable, hands-on public relations, marketing, communications, events, and government relations experience. The internship is paid. College credit is also available. Flexible schedules available. Interns work side-by-side with employees of MLSC and receive mentoring from professional staff.

Send your resume, cover letter and a writing sample to: info@masslifesciences.com, ATTN: Internship Application