



COMMUNICATIONS / PUBLIC RELATIONS MARKETING INTERN

- Program:** Volunteers of America Upstate New York
- Address:** 214 Lake Avenue, Rochester, NY 14608
- Contact:** Chaz Goodman, Communications and Special Events Manager
585-402-7204 or cgoodman@voaupny.org
- Description:** *Help build community awareness of VOA and the programs we offer*
- Writing and sending press releases and PSAs
 - Creating flyers and advertisements
 - Updating the agency website
 - Updating social media websites (i.e. Facebook, Twitter, etc.)
 - Updating media lists and pitching stories to the media
 - Contacting media and follow up calls
 - Researching and writing stories for VOA's newsletter
 - Publicizing volunteer opportunities
 - Promoting VOA programs, events and stores
 - Creating and implementing PR and advertising campaigns
 - Assisting with the agency's email marketing program
 - Assisting with special events
 - Assisting with in kind donation requests
 - Writing and sending correspondence
 - Handling clerical work (i.e. faxing, data entry, etc.)
- Necessary Qualifications:**
- Communication coursework
 - Creativity and ideas for projects
 - Knowledge of Microsoft Word, Powerpoint, Excel required
 - Knowledge of Publisher, InDesign, Photoshop, and/or Constant Contact preferred
- Time Needed:** Part-time, flexible hours
- Available:** Positions available for Fall and Winter as well as Spring and Summer

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