

## Communications Intern Position Description

### Duties and Assignments:

#### Writing (40%):

Help to write and develop materials to communicate Parkinson Society Canada's messages including:

- news releases
- fact sheets
- background materials
- general web content
- materials for Parkinson's Awareness Month, Parkinson SuperWalk and other key projects
- content and updates for Communications Tool Kit
- content for social media

#### Special Event Communications (25%):

- Parkinson SuperWalk marketing and communications materials for print and online for parkinson.ca website and parkinsonsuperwalk.ca website
- Assist with the development of new communications resources for employees and volunteer walk coordinators
- Website 2.0 social media
  - Create, maintain, and develop content and monitor fan page activities
  - Support Manager, Communications & Marketing in Social Media communications on Facebook and Twitter
- Assist with development of e-blast communications to promote national Parkinson SuperWalk event and post-event messages

#### Media Relations (25%):

- Develop and maintain up to date media lists for national and regional markets
- Contact with the media, and research to maintain and develop media contacts/lists
- Support Manager and Director in furthering department media relations goals
- Track media coverage
- Disseminate media coverage to regions as directed by Manager or Director
- Help organize special events as needed
- Media monitoring and screening
- Website 2.0 social media activities

#### Team Support (10%):

- Participate in team meetings and provide ideas for improving department's contributions to delivering on strategic priorities
- Contribute to projects
- Share in handling workload for positive results

This is an internship with an honorarium. Interested applicants should respond by email to [marina.joseph@parkinson.ca](mailto:marina.joseph@parkinson.ca).

Winter 2012 – January to April/May