# POSITION DESCRIPTION

## Marketing and Communications Intern

The Pat Summitt Foundation (the Foundation/PSF) was founded by Pat and Tyler Summitt in November 2011. Its mission is to advance research for treatment and a cure, provide care and support for patients and caregivers, and educate the public about Alzheimer's disease and other forms of dementia.

**Position Summary:**
The Marketing and Communications Intern will play a vital role in supporting PSF's efforts to raise awareness, engage our community, and promote our mission. This internship offers a unique opportunity to gain hands-on experience in various aspects of nonprofit marketing, communications, and fundraising, contributing directly to our impactful work. The intern will work closely with the Executive Director and Chief Legacy Officer to develop and implement strategies that will amplify our brand and connect us with our diverse stakeholders.

**Responsibilities:**

Content Creation

- Assist in drafting, editing, and scheduling engaging content for social media platforms (Facebook, Instagram, X, LinkedIn).
- Contribute to the development of website content, emails, and newsletters.
- Help create visual assets, including basic graphics and short videos.
- Support the creation of promotional materials for events and campaigns (brochures, flyers, invitations).

Social Media Management

- Monitor social media channels for mentions, comments, and messages, engaging with followers as appropriate.
- Research relevant hashtags, trends, and best practices to increase online visibility and engagement.
- Assist in tracking and analyzing social media performance metrics.

Website Support

- Assist with updating website content, ensuring accuracy and consistency.
- Help optimize website pages for user experience.

Email Marketing

- Support the development and deployment of email newsletters and campaigns.
- Assist the Assistant Director of Operations with list segmentation and performance tracking.

Public Relations/Media Relations

- Assist in drafting press releases, white papers, and/or media advisories.
- Help maintain media contact lists.
- Assist the Executive Director to distribute materials to include PSAs, press releases, media advisories, and more.

Event Support

- Provide communications support for fundraising events, community outreach initiatives, and program launches.

Administrative Support

- Organize and maintain marketing and communications assets.
- Assist the Assistant Director of Operations with archiving press releases and clippings according to the organization's Document Retention policy.
- Conduct research on marketing trends, competitor analysis, and potential partnerships.
- Assist with other general administrative tasks as needed to support the team.

This is an unpaid internship beginning August 2026.

A resume, cover letter, and list of references should be addressed to:

Morgan Vance
Executive Director
P.O. Box 31002
Knoxville, TN 37930

Email to: Mvance@patsummitt.org

No telephone calls, please.

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