



**Help the only 24/7 crisis center serving the region with a new PR and marketing campaign for hotline, community education and crisis response programs**

**CrisisLink saves lives and prevents tragedies. We give vital support to those facing life crises, trauma and suicide, and provide information, education and links to community resources to empower people to help themselves.**

## **OBJECTIVE**

CrisisLink seeks a Public Relations & Marketing Intern to 1) increase awareness of CrisisLink's Hotlines, volunteer opportunities, and 2-1-1 Northern Virginia, CrisisLink's major new service for the region; and 2) to expand CrisisLink's presence on social networking sites such as Facebook and Myspace.

## **RESPONSIBILITIES**

Work with CrisisLink's Director of Development, Northern Virginia Regional 2-1-1 Call Center Director, and Hotline and Volunteer Manager to implement CrisisLink's PR and Marketing Plan for Hotlines, volunteering, and 2-1-1:

- Update media contacts, write press releases, and develop media contacts to increase media coverage of CrisisLink's services
- Develop plan for volunteer groups to distribute posters and brochures throughout the community
- Design, compose and produce CrisisLink's newsletters including an e-Newsletter, and prepare materials for CrisisLink's website
- Assist in developing corporate-sponsored cause marketing program
- Assist with volunteer recruitment through media and community outreach efforts

Work with CrisisLink's Director of Development and Hotline and Volunteer Manager to promote CrisisLink's presence on social networking sites such as Facebook and Myspace:

- Craft strategy for increasing activity on CrisisLink-specific pages
- Increase connections to CrisisLink's pages by site users
- Coordinate the institutionalization of such efforts so they will continue beyond the term of the internship

## **SKILLS**

CrisisLink seeks an intern who is self-motivated, creative, responsible and attentive to detail. Qualified applicants will possess:

- Excellent communications skills including writing, editing, and proofreading
- Familiarity with Microsoft Office and Internet research
- Excellent telephone and interpersonal communication skills
- Experience with online social networking sites such as Facebook and Myspace
- Positive attitude, strong problem-solving skills, and able to work as part of team and independently.

**To learn more about CrisisLink, please visit our website at [www.crisislink.org](http://www.crisislink.org).  
To apply, please submit your resume, cover letter and a one-page writing sample to:  
[ExxonMobilCSJP@crisislink.org](mailto:ExxonMobilCSJP@crisislink.org), Attn: Internship Coordinator.**