



706 Grove Road Greenville, SC 29605

Rmhc-carolinas.org | 864-235-0506

Keeping families close

About the Ronald McDonald House

At the Ronald McDonald House, you do more than make a living; you make a difference.

Working to continue providing a place of hope and restoration for families with critically ill or injured children, we're calling on innovators, visionaries, and passionate to join our family!

Position: Marketing & Communications Intern

Internship Description

Stipend: College Credit/ Unpaid

Duration: Spring 2025 Semester

Type: Hybrid in Greenville, SC

Hours: 10-15 hours a week

Reports to: Nicolette Occhifinto, Communications Manager

Position Summary:

- Content creation for all social media platforms (Instagram, Facebook, LinkedIn, X)
- Assist in developing unique marketing strategies to promote RMHCC's mission
- Collaborate with the Development Team to create event-specific content including print and digital material
- Assist the Communications Manager with copywriting for the monthly newsletter
- Identify new opportunities for community engagement and PR outreach
- Curate content tailored to promoting upcoming volunteer opportunities
- Assist with photography and videography as needed
- Work with staff on other assignments as needed

Qualifications:

- Pursuing a degree in Marketing, Communications, Advertising, Graphic Design, Business, or a related field
- Desire to work for a nonprofit organization with an affinity for helping others
- Strong attention to detail in both verbal and written communications
- Developed organizational skills and punctuality
- Proficiency in digital media platforms, including Canva, MailChimp, Loomly, Hootsuite and/or Adobe Studio is a plus