



Organization:
Position Title:
Reports To:
Salary Range:

Ronald McDonald House Charities of Madison
Marketing Intern
Creative Content Manager
Unpaid, part-time (8-15 hours per week)

At Ronald McDonald House Charities of Madison, compassionate care is at the heart of what we do. By providing families with a safe and comfortable place to stay while their children receive treatment at a Madison-area hospital, we lift some of the burden from our families' shoulders so they can focus on what's most important – being there for one another.

Job Purpose: The Marketing Intern will gain experience in social media, professional writing, photography, email marketing, and graphic design. Their primary responsibility is to support the Creative Content Manager in promoting RMHC-Madison.

Time Commitment and Location: A flexible yet consistent commitment of 8-15 hours per week is expected. The on-site position is located at the Ronald McDonald House in Madison at 2716 Marshall Court near the American Family Children's Hospital.

Benefits: This is an unpaid opportunity designed to provide a professional experience. Interns are not considered employees and are not eligible for employee benefits. Academic credit can be given to current students who qualify through their college or university.

Key Responsibilities:

- Assist in social media content creation, including photography and short-form video.
- Assist in populating social media editorial calendar.
- Keep photo library organized and updated on a weekly basis.
- Write articles and blog posts for monthly e-newsletter.
- Create in-house graphics as needed.
- Maintain all RMHC Global brand standards.
- Other duties, as assigned.

Qualifications:

- College student or recent grad majoring in Marketing, Communications, or a related field.
- Professional attitude and appearance.
- Excellent verbal and written communication skills.
- Attention to detail and accuracy.
- Strong organizational skills and able to manage multiple projects simultaneously.
- Must be able to work well in both collaboratively and independently.
- Proficiency in social media platforms, especially Facebook, Instagram, TikTok, and LinkedIn.
- Proficiency in Canva and Microsoft 365.

Contact: Paige Bornick, Creative Content Manager, pbornick@rmhcmadison.org