



Internship Opportunity for HON 395

Marketing & Development Intern American Lung Association Nevada

Posting ID: HON395-07172023-a

Employer Name: American Lung Association
Nevada

Employer Website: lung.org

Internship Job Title: Marketing & Development
Intern

Internship Location: 3552 W Cheyenne Ave., North
Las Vegas, NV 89032

Salary: Unpaid (All HON 395 internships are for
credit only)

Required Hours: 150 hours a semester (10 hours a
week) for 3 credits

Seeking Majors in: Business, Marketing, Journalism
& Media Studies, Public Health, Biology with a
preprofessional concentration

Class Standing: Sophomores, Juniors or Seniors

OVERVIEW

For more than 115 years, Americans have trusted the American Lung Association to protect their lungs, whether it's researching treatments and cures for lung diseases, keeping kids off tobacco, including e-cigarettes, or advocating for laws that protect the air we all breathe. Our goals are big— defeat lung cancer, create a tobacco-free future, champion clean air for all, and improve the quality of life for those living with lung disease. When you can't breathe, nothing else matters.®

Our Mission: To save lives by improving lung health and preventing lung disease.

Our Vision: A world free of lung disease.

Our Strategic Imperatives:

- Defeat lung cancer.
- Champion clean air for all.
- Improve the quality of life for those with lung disease and their families.
- Create a tobacco-free future.

The Nevada office for the American Lung Association is seeking a Marketing & Development Intern for the Fall 2023 semester. Working alongside members of the Development, Mission, and Health promotions teams, the intern will join an outstanding group of professionals dedicated to our mission: to save lives by improving lung health and preventing lung disease, through research, education, and advocacy.

INTERNSHIP ROLES AND RESPONSIBILITIES

The Marketing & Development Intern can expect to develop confidence and marketable skills by engaging in or assisting with many of the following activities:

- Gain a basic understanding of the American Lung Association, becoming knowledgeable of mission, development, and communication efforts
- Assist with general administrative support for communications and local special events, including the Lung Force Walk and Fight for Air Climb; Assist in development of media material such as press releases, fact sheets and briefing documents; Work to develop compelling media pitches and story angles
- Assist in creation of signage, circulars, mockups, email campaigns, online outreach and promotion, including social media; Assist in the distribution/delivery of marketing materials; Maintain tracking report of public relations activity

- Gain technical training by utilizing internal learning management system (LMS) to complete lung health education and program training curricula; Gain a basic understanding of Convio, Brandhub, and social media platforms
- Assist in data entry, tabling promotional events, mailings, event promotion dissemination, and volunteer recruitment
- Participate in staff meetings and learning opportunities; Learn about team building, collaboration, and how to communicate in a professional office setting
- Contribute to health promotion efforts, assisting with general administrative support for Freedom from Smoking and other health promotions activities to gain exposure to specific concepts and terminology
- Assist in compiling, verifying, and updating records and contact information, including coordinating and conducting direct outreach to physicians' offices and other medical services providers
- Assist with brainstorming and providing creative ideas to execute partnership development and program promotion outreach

REQUIRED SKILLS AND EDUCATION

The Marketing & Development Intern will assist the American Lung Association in Nevada staff to execute marketing, promotions, sales, and event management activities to gain experience in the field of communications, marketing/PR, sales, and project management. Please note the following requirements in terms of skills and education:

- Must be working towards a bachelor's degree in a related field and eligible to receive college credit for the internship
- Qualified candidates should possess strong writing skills, attention to detail, and have a keen interest in the mission of the American Lung Association
- Ability to multitask and perform in a team environment; Need a demonstrated willingness to learn
- Ability to work independently
- Computer Proficiency – Microsoft Word, Excel, PowerPoint, and Publisher (training on Publisher will be provided)
- Qualified candidates must be enthusiastic, reliable, and interested in developing a career in marketing, business administration, non-profit management, or a related field
- Ability to lift and carry 25 lbs. (supplies)
- Consistent with its mission, the American Lung Association maintains a smoke-free workplace; all employees must abstain from tobacco use in any form. Also, all employees are required to be fully vaccinated against the COVID-19 virus, unless approved for medical or religious exemption.

HOW TO APPLY

Please submit your resume/CV via email to Dawn Creech (dawn.creech@lung.org) by **August 14, 2023**. It is expected that interviews will be conducted shortly thereafter.

MAIN CONTACT

Dawn Creech, Development Coordinator
Email: dawn.creech@lung.org
Phone: 1-702-431-3667

PLEASE NOTE:

If, after applying and interviewing, the employer offers the student an internship, the student must also complete the application process for HON 395. The full application process can be found at <https://www.unlv.edu/honors/internships/apply>.