



**Organization:**  
**Position Title:**  
**Reports To:**  
**Contact:**  
**Salary Range:**

Ronald McDonald House Charities of Madison  
Social Media Intern  
Creative Content Manager  
social@rmhcmadison.org  
Unpaid, part-time (10-15 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 Social Media Intern will gain experience in social media marketing, professional writing, email marketing, and content creation. Their primary responsibility is to support the Creative Content Manager in promoting RMHC-Madison through various marketing initiatives.

**Time Commitment and Location:** A flexible yet consistent commitment of 10-15 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 rolling basis.
- Write articles and blog posts for monthly email newsletter.
- Create in-house collateral as needed.
- Maintain all RMHC Global brand standards.
- Other duties, as assigned.

**Qualifications:**

- College student majoring in Communications, Journalism, Marketing, Public Relations, or a related field.
- Ability to work independently and in a team environment.
- Excellent verbal and written communication skills.
- Detail-oriented with strong time management skills to multitask and prioritize tasks.
- Proficiency in or desire to learn content creation and social media platforms, especially Facebook, Instagram, TikTok, LinkedIn, and Hootsuite.
- Bonus! Proficient in Adobe Creative Suite, Canva, Microsoft 365, MailChimp, and WordPress.