



1 - Communications / Videographer

Meals on Wheels of Greater Lynchburg is a non-profit organization that, for over 40 years, has provided healthy meals, friendly smiles, and warm reassurance to those in need in Lynchburg and the close-in surrounding counties. Meals on Wheels is seeking a part-time Public Relations Intern. The internship is **non-paid**, but Meals on Wheels will work with students to **ensure academic credit** is earned through their academic institution; in addition, a stipend of up to \$100 is generally available for the successful completion of this internship.

Focus Area: **Special Project – “About Meals on Wheels” Information Video**

Hours / Timing / Term:

Fall 2018 , Spring 2019

The Director & Communications Director could oversee and structure 5 to 10 hours per week for this position. Not all time would need to be spent on-site but weekly planning and reporting time would be expected.

Responsibilities:

- Work directly with Director and Communications Director to plan and implement the project
- Attend Public Relations committee meetings to achieve a full understanding of the organization's goals, objectives, and challenges, and the best way to communicate them
- Research other organizations' intro videos to find examples of best and worst; we have our own thoughts but welcome the intern to bring ideas to the table
- Ride along on several delivery routes to film; schedule appointments with meal recipients, volunteers and board members to interview about what Meals on Wheels means to them, to capture the essence of the organization
- Schedule regular appointments with Volunteer Coordinator, Executive Director and Communications Director to assess and update activities
- The actual creation of this video can be completed in the dorm, at home, in a computer lab or wherever best computer access is available
- MOW will need to be able to direct current volunteers to the final product at a location where it can be easily and seamlessly viewed (on YouTube?), posted on our website, sent as a link in an email, etc.

Qualifications:

- Energetic, self-motivated, flexible, and passionate about those in need in our community
- Ability to relate and communicate with people from a wide variety of backgrounds
- A background/major in Communications, Electronic Media, Business, Management or Marketing is preferred
- Ability to create a video/presentation for use on the internet is required
- Transportation required

Contact: Kris Shabestar, Executive Director
director@mealslynchburg.org
Becky Tweedy, Communications Director
comm@mealslynchburg.org



2 - Communications / Public Relations Internship

Meals on Wheels of Greater Lynchburg is a non-profit organization that, for over 40 years, has provided healthy meals, friendly smiles, and warm reassurance to those in need in Lynchburg and the close-in surrounding counties. Meals on Wheels is seeking a part-time Public Relations Intern. The internship is **non-paid**, but Meals on Wheels will work with students to **ensure academic credit** is earned through their academic institution; in addition, a stipend of up to \$100 is generally available for the successful completion of this internship.

Focus Area: Public Relations – General Communications

Hours / Timing / Term:

Fall, Spring or Summer term

The Director & Communications Director could oversee and structure 8 to 12 hours per week for this position. Not all time would need to be spent on-site but weekly planning and reporting time would be expected.

Program Coordinator and Director will assist in identifying and scheduling interviews. Writing may be completed in dorm, at home, in computer lab or wherever best computer access is available.

Responsibilities:

- Meet with, interview and photograph a variety of our meal recipients and volunteers; write articles that can be used in the quarterly newsletter and other outreach materials and on social media
- With staff, assist in updating information on the website and other social media
- Attend MOW Public Relations committee meetings to achieve a full understanding of the organization's goals, objectives, and challenges, and the best way to communicate them
- Identify and report promotional / fundraising opportunities for MOW through local organizations, businesses, partners, and individuals
- Suggest, develop, produce and implement budget-sensitive organizational media including (but not limited to) brochures, flyers, promotional items, etc.

Qualifications:

- Energetic, self-motivated, flexible, and passionate about those in need in our community.
- Ability to relate and communicate with people from a wide variety of backgrounds
- A background/major in English, Public Relations, Creative Writing, Journalism, Electronic Media, or Marketing is preferred
- Strong writing skills with experience writing articles preferred
- Transportation required

Contact: Kris Shabestar, Executive Director
director@mealslynchburg.org
Becky Tweedy, Communications Director
comm@mealslynchburg.org



3 - Communications / Fundraising Events Intern – Golf Tournament

Meals on Wheels of Greater Lynchburg is a non-profit organization that, for over 40 years, has provided healthy meals, friendly smiles, and warm reassurance to those in need in Lynchburg and the close-in surrounding counties. Meals on Wheels is seeking a part-time Public Relations Intern. The internship is **non-paid**, but Meals on Wheels will work with students to **ensure academic credit** is earned through their academic institution; in addition, a stipend of up to \$100 is generally available for the successful completion of this internship.

Focus Area: Fundraising Event Intern – Golf Tournament

Hours / Timing / Term:

Spring term, 2019

The Director & Communications Director could oversee and structure 8 to 12 hours per week for this position. Not all time would need to be spent on-site but weekly planning and reporting time would be expected.

The golf tournament is scheduled for early May each year, at Boonsboro Country Club. The majority of internship activities would be focused on the Spring Semester. The Fundraising Committee meets at 3:00 on the second Tuesday of the month; participation is expected. Regular updates /activities with Director and Staff can be scheduled between 9 am and 4 pm, weekdays.

Responsibilities:

- Work directly with Director and staff to plan and implement the golf tournament
- Attend Fundraising committee meetings to achieve a full understanding of the organization's goals, objectives, and challenges, and the best way to communicate them
- This will include research on area companies to solicit sponsors, teams and the donation of products
- With staff, work on promotion, mailings, and coordinating activities
- Suggest, develop, produce and implement budget-sensitive organizational media including (but not limited to) brochures, flyers, promotional items, etc.
- The final project will be to develop an electronic and hard file of all event activities with detailed schedules and timelines
- With staff, regularly assist in updating information on the website and other social media

Qualifications:

- Energetic, self-motivated, flexible, and passionate about those in need in our community
- Ability to relate and communicate with people from a wide variety of backgrounds
- A background/major in Communications, Public Relations, Business, Management or Marketing is preferred
- Strong organizational skills necessary
- An understanding of golf/golf tournaments would be a plus
- Transportation required
- Event organization or previous volunteer experience is preferred

Contact: Kris Shabestar, Executive Director
director@mealslynchburg.org
Becky Tweedy, Communications Director
comm@mealslynchburg.org