

Internship Posting Fall 2017

Organization name	First Born Program of Los Alamos County
Mentor/Contact name	Molly McBranch
Address	190 Central Park Square, STE 216 Los Alamos, NM 87544
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Organization website	https://firstbornla.org/
Describe your organization	First Born Program ® of Los Alamos (FBPLA) is a nonprofit organization that provides parents and primary caregivers with education and support to encourage normal growth and development of happy, healthy babies in positive, nurturing families. FBPLA provides free home visitation services to all families in Los Alamos County. Services may be requested at any time during pregnancy, at the birth of the baby, or until the baby is two months of age, and continue until the child is three years of age (36 months), or until the family no longer requests program services.
Internship title	Marketing and Publicity Intern
Specific days/hours (if applicable)	Flexible hours during normal business operation, to be agreed upon by the intern and the mentor.
What will the student learn from the internship?	The student will learn a variety of skills related to effective marketing/publicity planning including how to identify the focus areas of funding sources and the needs of client stakeholders and to design a targeted multimedia marketing campaign based on the identified priorities. They will also gain a basic understanding of the funding structures and operations of non-profit organizations and will develop their verbal and written communication and interpersonal skills.
What does your business need that a student intern can impact?	A strategic marketing/publicity campaign targeted at potential funders and clients with an innovative presentation for recruitment of fiscal sponsors and potential clients.
What project(s) will the intern work on?	The intern will develop a two-year marketing/publicity plan for the organization including an innovative presentation for recruitment of fiscal sponsors and potential clients.
What skills are required for this internship?	Creative vision, planning, self-motivation, strong written and oral communication skills, and ability to identify and organize important information. Basic computer word processing and presentation design skills needed as well.
What final deliverables will the student produce?	The student will create two concrete deliverables by the end of the semester, 1) A two-year marketing/publicity plan to be implemented by the organization and 2) An innovative multimedia presentation for recruitment of fiscal sponsors and potential clients.

How would you describe the primary purpose of this project? (Select one)	Marketing/Communications
If "Other", please specify	Click here to enter text.
Any additional information you would like to share?	Click here to enter text.