Opportunity Detail
American Red Cross Biomedical Services is the largest single supplier of blood and blood products in the United States, collecting and processing approximately 40 percent of the blood supply and distributing it to about 2,600 hospitals and transfusion centers nationwide. The Biomedical Services Field Marketing department focuses on the development of marketing materials that encourage the community to donate blood. The Biomedical Services Field Marketing Intern will work with Red Cross National Headquarters Biomedical Services to assist the department in the creation and development of donor marketing materials, specifically those materials that recruit for rare blood types.

Duties and Responsibilities
- Develop concepts and content for communications outreach to blood donor segments
- Write and edit marketing content for multi-channels (e-mail, direct mail, social media, etc.)
- Assist with daily management of communications assets
- Assist with market research activities
- Review communications results and transfer to Power Point format
- Research industry trends

Qualifications and Skills
- Writing experience, specifically in the Associated Press (AP) style
- Knowledgeable about social media
- Creative thinker and writer
- Proficient in Microsoft Office Suite (Word, Excel, Power Point)
- Candidates in the Communications, Journalism, Marketing, or Public Relations majors may be a good fit
- Must be currently enrolled in a degree program
- This will be a work from home internship. The candidate must be task oriented and focused to complete projects in a remote environment.

Internship Details:
- This position is a remote/work at home position
- Minimum 12 hours per week, during business hours
- To apply send resume to Sara Ruiz, National Headquarters Volunteer Recruiter at sara.ruiz@redcross.org