

## Kentucky Blood Center: Communications and Marketing Intern

**Address:** 3121 Beaumont Centre Circle, Lexington, KY 40513

**Description:** Kentucky Blood Center is seeking an ambitious, creative and energetic intern to fulfill a short-term role providing educational opportunities and real-world work experience to a college with an applicable major. KBC is the largest FDA-licensed, nonprofit blood bank in Kentucky, and is headquartered in Lexington. This position will assist the KBC communications and marketing team with general publicity and marketing materials through the development of video and social media content. The KBC Communications and Marketing Intern will play a key role in visually illustrating KBC and its mission to provide lifesaving blood products to 70-plus hospitals in the Commonwealth. The internship is designed to provide hands-on experience in storytelling, daily assignments for a portfolio, professional guidance and mentorship.

**Core tasks:** Working closely with the Director of Media and Branding and the Brand Content Specialist, the intern will be responsible for creating compelling video content. The selected individual will be tasked with shooting, editing and producing videos for the KBC website; creating short videos for social media platforms; assisting the marketing and communications team with developing storytelling strategies; producing storyboards and writing scripts; interviewing donors and recipients; and supporting KBC's social media brand.

**Qualifications/skills:** A background in video production and social media content creation are strongly preferred. Applicants should have experience in the Adobe Creative Cloud suite, specifically Premiere Pro. Additional experience in Photoshop and After Effects are ideal but not mandatory. Working knowledge of social media best practices and platforms (Twitter, Facebook, Instagram, TikTok and Snapchat) are preferred. An ideal candidate will exhibit good time management skills, a strong initiative, resourcefulness and creativity.

### **Additional Requirements:**

- Must be currently enrolled in a college or university program; marketing, communications, and journalism majors preferred.
- Minimum of 18 years of age
- Valid driver's license with good driving record and reliable transportation; must travel to locations and events within KBC's service area.
- Ability to work flexible schedule of up to 15 hours weekly for duration of internship.
- Satisfactory completion of pre-employment screening (background, criminal history check and drug test)

**Seeking interns for:** Summer semester

**Paid – pay rate:** \$10 an hour up to 15 hours per week through August (in addition to class credit) with opportunity for renewal

**Supervisor name:** Eric Lindsey

**Supervisor role:** Director of Media and Branding

**Supervisor email:** [elindsey@kybloodcenter.org](mailto:elindsey@kybloodcenter.org)

**How to apply:** Applicants should apply at this link with a résumé, cover letter and links of any relevant work examples. An application through the KBC website is required. During the selection and interview process, you may be required to fill out additional information.