



Corporate Relations Internship

BlueCross BlueShield of Western New York, headquartered in Buffalo, is one of New York's leading health care companies, providing high quality coverage and innovative wellness solutions to members throughout our region. We strive to impact positive and healthy changes in our communities and we're looking for team-spirited, motivated, and enthusiastic people to create opportunities to help us succeed in our mission.

The Corporate Relations Intern will work closely with the Supervisor of Community Relations to assist with community outreach, event management and sponsorship requests. This outgoing and dynamic individual will represent the organization in the public at community events as well as partake in administrative tasks related to public relations and sponsorship requests.

This is a part-time, paid opportunity for the summer. The student must be able to work approximately 20-25 hours per week between our corporate headquarters located in downtown Buffalo and out in the community at events. You must be able to accommodate evenings and weekends and have reliable transportation to and from events.

This internship presents the following **Learning Objectives**:

- A clearer understanding of our brand recognition in the WNY community as well as on a national level.
- Development of public speaking skills and how to best articulate thoughts.
- Exposure to the event management process (planning, execution and follow-up).
- Opportunity to develop and utilize project management skills which can be applied to any business setting
- How to effectively communicate and interact with all levels of management.

Job Duties may include the following:

- Accompany the Healthy Zone Cruiser at various community events. Represent the "Live Fearless" brand platform by effectively interacting with people of all ages. Encourage event participation through positive, engaging actions.
- Process incoming sponsorship requests and assist with sponsorship communications.
- Event support and set-up to include gathering collateral, signage, and display materials. Assist with event staffing.
- Write business correspondences to leaders within the organization.
- Track media coverage as it pertains to company events. Pull articles, media clips through various research methods to gain awareness of our media coverage in the community.

Required Skills and experience:

- Juniors or Seniors enrolled in a 4-year program in Communications, Business, English, Political Science or Education.
- Masters or MBA students also encouraged to apply.
- Excellent writing skills and ability to draft business communications.
- Strong computer skills with intermediate proficiency with MS Word and Excel.
- Strong interpersonal skills and extreme comfort level interacting with people of all ages (children included).
- Must be able to accommodate local travel within Western New York. Flexible scheduling required (nights and weekends).

APPLY ONLINE TODAY!
campuscareers.bcbswny.com

For more information about career opportunities at BlueCross BlueShield of Western New York, please visit our web site at www.bcbswny.com.

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