

Public Relations & Communications Internship (Fall Semester)

High Country Caregivers
Boone, North Carolina

Overview

High Country Caregivers is a nonprofit organization serving kinship families and children across the High Country region by providing support, resources, and meaningful community-based programs. Our work includes multiple outreach and fundraising initiatives such as Adopt a Kinship Kid, A Night at Chetola, Santa's Angels, and other community partnership efforts.

We are seeking a motivated Communications, Public Relations, or Marketing student for a Fall semester internship. This is a hands-on opportunity to gain real-world nonprofit experience in storytelling, digital communications, event promotion, and community engagement across multiple programs and events.

The intern will work directly with the Public Relations Specialist and support a variety of communications efforts under the guidance and review of the Public Relations Specialist, including content creation, social media management, event marketing, and donor engagement.

Key Responsibilities

The intern will take the lead on the following responsibilities with guidance and feedback from the communications team:

- Write and edit articles, newsletters, and short-form community stories
- Capture photos and assist with visual content at events and programs
- Create and manage social media content for Facebook, Instagram, and TikTok
- Assist in designing and preparing promotional materials (flyers, brochures, calendars, event graphics, and more) for multiple High Country Caregivers programs and events
- Support newsletter editing, formatting, and distribution
- Assist with fundraising and community events, including event setup and breakdown, auction support (silent and live), representing agency at community events in booths or tables, and guest engagement and donor interaction

Typical Week

A typical week may include a mix of office-based and event-based responsibilities such as:

- Creating and scheduling social media content
- Writing or editing short articles or newsletter sections
- Designing promotional materials for upcoming events or campaigns
- Attending planning meetings or coordinating with staff

- Assisting at occasional evening or weekend community events

Learning Opportunities

- Hands-on experience in nonprofit public relations and communications
- Portfolio development in writing, photography, and digital media
- Real-world event marketing and fundraising experience
- Direct mentorship from nonprofit communications leadership
- Exposure to donor relations, community partnerships, and nonprofit storytelling strategy

Qualifications

- Current student at Appalachian State University (Communications, PR, Marketing, Journalism, or related field preferred)
- Strong written communication skills
- Familiarity with social media platforms (Instagram, Facebook, TikTok)
- Creative, organized, and dependable
- Ability to work independently and collaboratively
- Interest in nonprofit work and community engagement

Preferred (not required): Canva, Adobe Creative Suite, photography, or video editing experience

Internship Details

- Semester: Fall
- Hours: Flexible (approximately 8–12 hours per week depending on events and workload)
- Location: Boone, NC (some evening and weekend events required)
- Compensation: Unpaid (academic credit may be available depending on department requirements)

How to Apply

Please submit a resume, brief cover letter, and any relevant writing, design, or media samples.