



*Public Relations Placement at APNC*

Addiction Professionals of North Carolina (APNC) empowers our prevention, harm reduction, treatment, and recovery professionals to thrive in their practice. The unrelenting addiction epidemic and North Carolina's evolving continuum of care require deliberate education and vigilant advocacy. APNC is a 501(c)(6) nonprofit organization, leading the movement to transform NC's systems of care into a culture that promotes wellness for individuals with substance use disorder, their families, and their communities.

You'll help plan our conferences and regional trainings, keeping members up to date on what's trending in the field. We provide training on exciting innovations and updates on pertinent legislation and policy. You'll help eliminate the stigma around substance use and mental health and help to develop, create, and implement campaigns.

**Daily Opportunities:**

- Assist with events and conferences working with contracted staff and volunteers
- Help to develop and implement innovative communications strategies
- Assist Executive Director & Community Impact Manager
- Help to develop policies and procedures for outgoing communications
- Fully support company's PR strategy and execute it in different phases
- Create and curate engaging content
- Effectively utilize company's social media, newsletters, and blogs
- Create and distribute press releases as needed
- Assist in administrative duties
- Build and update media lists and databases
- Schedule, coordinate and attend various events
- Perform research and market analysis activities
- Enhance and build relationships with current or prospect partnerships (ex. NCASPPB, NASW-NC, NCHRC, & others)
- Researching industry trends and staying up-to-date on current events
- Drafting web copy, brochures and other marketing materials
- Contributing toward strategic positioning and messaging documents
- Other duties as assigned

APNC internships do not require a background check and you do not have to pay for parking. Personal vehicle travel for business is not expected. APNC needs a self-starter who is eager to jump right in! Interested students should reach out to Emmy, [eknowles@apnc.org](mailto:eknowles@apnc.org).

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