

## Digital Marketing Strategist Intern

### COMPANY OVERVIEW:

HealthStart's mission is to provide the blueprints for building healthier communities through children's health science education. We teach kids how their body works, what it's made of, and how this relates to what to eat and how to keep their bodies healthy. HealthStart lessons also teach kids that taking care of one another, and our environment builds community health and wellbeing.

HealthStart seeks an intern interested in building a healthier future for our children by helping us create a digital marketing strategy to amplify our message and magnify our impact. Our Digital Marketing Strategist Intern will gain experience in a variety of tasks that include media outreach, content creation, developing marketing/public relations strategies, and nonprofit development.

### RESPONSIBILITIES:

HealthStart seeks a part-time Digital Marketing Strategist Intern with highly developed organizational skills, time management, and creative talents. Interns work 12-15 hours per week under the supervision of our Program & Communications Manager.

You will be part of a team shaping HealthStart's message through social media and marketing campaigns designed to inform and attract new supporters, and related tasks. All of these experiences should be highly transferable to a professional work environment.

*Job responsibilities may include:*

- Working with HealthStart staff to develop a strategy to maximize the impact of our social media and other digital marketing campaigns.
- Create original marketing content, blog posts, and social media posts that engage audiences across multiple channels (Facebook, Instagram, LinkedIn, etc.)
- Identify real-time trends & translate to social media opportunities.
- Prospecting & interacting with social media accounts to raise HealthStart's profile and brand awareness
- Review online content to ensure SEO maximization through the use of keywords, #tags, and other strategies
- Work directly with HealthStart's Marketing Committee as needed
- Other marketing and communications related tasks as assigned

### QUALIFICATIONS

Candidates for the position must have work or volunteer experience, and/or course work in public relations, communications, digital marketing, nonprofit development or related activities. A strong interest in health and wellness or early childhood education is preferred. Must be familiar with basic

computer operations including MS WORD, EXCEL, and the Internet specifically social media platforms such as Facebook, Instagram, etc.

In addition, candidates should have some or all of the following skills:

- Ability to analyze and draw meaningful conclusions from data
- A willingness to learn new things or new ways of doing things
- Ability to meet deadlines with little or no daily onsite supervision
- Attention to detail
- Excellent verbal and written communication skills
- Enthusiasm about making a difference
- Bilingual (Spanish) Preferred

### **Compensation**

This is an unpaid internship.

### **Application Due Date**

12/10/2021

### **Start Date**

1/14/2022

### **To Apply**

Interested candidates should submit a resume, cover letter (required), and portfolio, if appropriate, by email to Sharon Burley at [sharon@healthstartfoundation.org](mailto:sharon@healthstartfoundation.org). Two references required.

Applicants may perform their internship tasks remotely and must be able to participate in weekly virtual staff meetings(every Friday, time TBD), Marketing Committee meetings (1st Monday of every month), and other tasks as assigned.