



Position Title

Marketing and Communications Intern

Position Description

The Marketing and Communications Intern will gain experience in digital marketing and professional writing. The intern will support the organization's outreach efforts by creating engaging content, assisting with social media management, helping with email campaigns, and contributing to event promotions and sponsor communications. This role offers hands-on experience in non-profit marketing strategy, brand storytelling, and community engagement.

Duration and Compensation

This internship will run from May to August. Start and End dates are flexible based on the intern's academic year. Intern positions are **unpaid**.

Duties

- Support the marketing and communications staff in creating social media campaigns
- Assist with photography needs for events, programs, and social media content.
- Contribute to the planning and execution of special events and outreach activities.
- Update social media platforms with content including Instagram, Facebook, Twitter, etc.
- Help review and refresh current marketing materials for print, email, and website distribution to ensure brand consistency and relevance.
- Any other duties assigned by the Community Relations Director.

Learning Outcomes and Benefits

- Apply the principles of marketing and communications into Capital Area Healthy Start Coalition.
- Gain experience in project and event management.
- Table community events on behalf of Capital Area Healthy Start Coalition and all programs.
- Create materials that can be included in a professional portfolio.
- Build connections through exposure to community leaders, partner organizations, and local businesses.
- Deepen understanding of non-profit marketing strategies and communication efforts, while gaining insight into the mission and impact of Capital Area Healthy Start Coalition.

Education and Experience Requirements

- This intern should have experience in journalism, public relations, communications, or marketing.
- Proficiency in Microsoft Office, Canva Suite, and CapCut.
- Must have a valid driver's license and reliable transportation.
- Must successfully pass a Level II Background Screening.