



Job Description: Marketing & Outreach Coordinator Intern

(Part-Time: 5-10 hours per week)

Salary: Internship Program

Qualifications

- Demonstrable commitment to the mission, vision, core beliefs, guiding principles and values of I Am Well Foundation
- Passionate about whole person-centered health and wellbeing
- Demonstrated ability to hold a position of public and organizational trust (i.e. this position will have access to all of the public presenting materials and technology for I Am Well Foundation);
- Demonstrated ability to develop and implement a marketing/outreach plan using innovative, low-cost, high-impact, low-time commitment strategies (i.e. social media posts per week, e-newsletter, basic website updates)
- Strong sense of promoting diversity, inclusion and accessibility in marketing and outreach materials
- Demonstrated ability to exercise good independent judgement and leadership skills
- Demonstrated ability to present independent and innovative ideas and opportunities while working in a team structure towards a common mission

Skills

- Effective oral and written communication skills
- Ability to use or learn WordPress, Word, Excel and Video Maker
- Ability to develop and craft effective press releases and announcements
- Ability to develop materials that connect well with multiple audiences
- Ability to build, manage and maintain social media accounts, including FB, LinkedIn and Twitter
- Ability to work well independently and within a team setting
- Some graphic design helpful

Responsibilities

- Weekly meeting with Board President/Acting Director (and other possible team members) to discuss weekly outreach and marketing priorities
- Create media and marketing content as needed, including flyers, brochures, printed materials, social media posts and videos
- Lead and assist in distribution of materials, including posting on I Am Well Foundation and I Am Well Darke County social media accounts, in person (i.e. library, events, etc.), and via periodic e-newsletter from I Am Well Foundation and I Am Well Darke County
- Assist in the development and distribution of press releases (if needed)
- Update I Am Well Foundation and I Am Well Darke County website as needed
- Identify and implement ways to feature topics from the Healthy You Dash on social media accounts and in e-newsletters
- Assist in the development and implementation of a low-cost, high impact marketing and outreach plan

Reports to: President/Acting Director, Works in partnerships with multiple team stakeholder