Marketing and Communications Intern

Job Description Summary

The Marketing and Communications Intern will support the External Relations Team at the Association of Schools and Programs of Public Health. The Intern will report to the Communications Manager and work to promote the association and its members across a variety of platforms, both traditional and non-traditional.

Specific Responsibilities Include

- Assist with drafting content to be used across ASPPH's communication platforms
- Attend events and seminars (when available) to take photos and support webcasting and social media coverage
- Support and produce content for social media channels
- Assist with conducting interviews for web and print based stories
- Assist digital based student recruitment marketing efforts
- Support events promotion efforts
- Support members of the external relations team as necessary
- Support prospect research for development efforts
- Pull lists for email communications as needed
- Generate reports on the results of marketing efforts to influence future campaigns
- Brainstorm with the Marketing Manager and Communications Manager on new campaigns
- Performs other related duties as assigned

Minimum Qualifications

Qualified candidates are currently in school to obtain a Bachelor's degree in Marketing, Communications, Public Relations, or a similar area of specialization.

Preferred Qualifications

Necessary Skills:
- Proficiency in Microsoft suite of products
- Social media expertise, specifically with Facebook, Twitter, Instagram, LinkedIn
- Knowledge with content management systems
- Excellent writing skills
- Ability to think analytically and perform market research
- Exceptional communication skills and the ability to work both as a team and independently

Preferred Skills:
- Basic knowledge and experience with email marketing platforms
- Basic knowledge of Adobe Suite
- Understanding of and experience with Salesforce
- Experience with Hootsuite or MeetEdgar

Send resume and cover letter to Kate Dart, kdart@aspph.org