

# GWINNETT COALITION FOR HEALTH AND HUMAN SERVICES

## Marketing & Communications Intern Announcement

### POSITION TITLE

Marketing & Communications Intern

### POSITION DESCRIPTION

The Gwinnett Coalition for Health and Human Service is seeking a dynamic self-starter to assist in a wide variety of marketing and communications efforts to help the organization elevate brand awareness and increase visibility of its programs and services. The Marketing and Communications Intern will help to coordinate a broad scope of projects and deliverables encompassing various communication channels, including social media, print, digital media, media relations, and other outreach opportunities. He or she will work collaboratively with internal teams, as well as community volunteers and organizational stakeholders. A good fit for this position is someone who is proactive, organized, flexible, and passionate about social impact communications.



### ABOUT THE GWINNETT COALITION FOR HEALTH AND HUMAN SERVICES

The Gwinnett Coalition for Health and Human Services is a nonprofit organization dedicated to addressing the health and human service needs of all citizens in Gwinnett County, Georgia. As the official planner for health and human services for children and families, the Gwinnett Coalition strives to achieve its mission by identifying needs and resources, setting priorities, planning solutions, focusing on results, and educating and motivating the community to action.

### PRIMARY RESPONSIBILITIES

- Drafting and distributing news releases, media advisories, and online calendar listing of events
- Assist in maintaining up-to-date and relevant website content
- Assist in creating, scheduling, and distributing compelling “Storytelling” content that provides value to target audiences across print, digital, social media, websites, email, and other communication channels
- Tracking and managing social media profiles to engage with followers and attract new audiences
- Researching, maintaining, and cultivating relationships with local and regional media outlets and position Gwinnett Coalition leadership as “go-to” experts for stories related to health and human services
- Managing opt-in and unsubscribe lists, develop email campaigns within marketing automation platforms, draft and manage email content, testing, and sending
- Support setup and tracking of Google AdWords and other online and print advertising campaigns
- Capture, analyze, and report social media, email, and website data/metrics, insights, trends, and best practices
- Developing systems for maintaining collateral inventory, marketing assets, and image library.
- Other duties as identified

### QUALIFICATIONS

- Completed or working towards degree in Marketing, Communications, Public Relations, Journalism, or related field
- Background and/or interest in health and human services industry
- Excellent written and verbal communications skills
- Knowledge and experience with social media platforms
- Strong attention to detail and organizational skills
- Ability to prioritize, multi-task, and meet deadlines
- Must have a reliable mode of transportation and valid driver's license

### DATES OF INTERNSHIP

Open (Year-round, Full-time and Part-time Opportunities)

### COMPENSATION

This is a non-paid internship

### TO APPLY

Applicants should send letter of interest and current resume to Keith Fenton, Chief Operating Officer, at [keith@gwinnettcoalition.org](mailto:keith@gwinnettcoalition.org). NO TELEPHONE CALLS PLEASE