



Marketing Intern-Job Description

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Marketing Intern.

Objective: The Marketing Intern will be responsible for assisting the organization with implementation of its marketing and business development to promote healthy lifestyles in Northwest Georgia.

Requirements: Intern must be in college majoring in marketing, communications, or a business related field. Student must be available to work at least 2 days a week for 12-20 hours per week. This is an unpaid internship. We will work with intern to provide academic credit if applicable. Strong verbal and written communication skills required. Intern must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment. Bilingual preferred.

Reports to: Marketing and Communications Coordinator

Primary Responsibilities (including, but not limited to):

- Assist with the Bill Gregory Healthcare Classic (May), Bike Around Murray (September) and Erwin Mitchell Community Health Fair (October) marketing and event day logistics
- Assist with customizing and then disseminating press releases
- Assist with drafting Constant Contact newsletters and contact management
- Monitoring and posting to Facebook
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required
- Update the organization's website regularly
- Collaborate with staff on new ideas, directions, and tools for marketing and communications
- Ability to learn software programs
- Crafting Senior Directory
- Community Outreach

Please contact and send resumes to:

Ali Harp/Marketing and Communications Coordinator

Northwest Georgia Healthcare Partnership

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