

LET'S TALK PUBLIC HEALTH

EXPERIENTIAL LEARNING PROGRAM

Position: Communications and Marketing Intern **Effective Date:** Fall 2023 (up to 16 weeks)
Supervisor: Monique Thornton, CEO **Type:** Part-Time (5-10 hrs/week)
Location: Remote or hybrid **Compensation:** Unpaid; academic credit

About Us

[Let's Talk Public Health](#) is a remote-work, digital-first consulting company based out of Washington, DC. Since our inception, we've aimed to build skills, inspire new thinking, and explore innovative methods for public health communication and marketing. We provide resources, products, and services to help public health students, professionals, and organizations to effectively and creatively engage and interact with people around public health topics and issues.

Position Summary

Let's Talk Public Health is seeking highly motivated undergraduate and graduate students studying public health to join our Experiential Learning Program. This program offers a unique opportunity to gain practical experience and develop skills in public health communication and marketing. As a Communications and Marketing Intern, you will actively produce communication and marketing content for Let's Talk Public Health social media, email newsletters, website, press and media relations, and advertising.

Responsibilities

- Collaborate with the CEO to develop and implement creative communication and marketing strategies for Let's Talk Public Health.
- Produce engaging, informative, and promotional content for social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Assist in creating compelling email newsletters to engage the Let's Talk Public Health community and promote new products, resources, and services.
- Contribute to the development and maintenance of the Let's Talk Public Health website, ensuring accurate and up-to-date information.
- Support press and media relations efforts by drafting press releases and media pitches.
- Contribute to the planning and execution of social media and search ad campaigns to reach a wider audience and increase brand visibility.
- Monitor social media and web analytics to track performance and identify opportunities for improvement.
- Collaborate with cross-functional teams to ensure consistent messaging and branding across all communication and marketing channels.

- Stay informed about emerging trends and best practices in public health communication, social media, email marketing, and digital advertising.
- Actively contribute ideas and suggestions to enhance the effectiveness and impact of communication and marketing initiatives.
- Take initiative to learn and explore new concepts, tools, and techniques relevant to public health communication.
- Complete assigned goals and tasks with minimal supervision, demonstrating independence and self-drive.
- Seek guidance and support when needed, demonstrating assertiveness in asking for help or clarification.
- Adapt to virtual (remote) work requirements, utilizing appropriate tools and technology for effective communication and collaboration.

Qualifications

- Currently enrolled undergraduate or graduate student studying public health at a university or college in the United States.
- Strong interest in public health communication, marketing, and digital media.
- Excellent written and verbal communication skills, with a keen eye for detail and the ability to convey complex information in a clear and concise manner.
- Proficient in using social media platforms and familiar with social media management tools (e.g., Hootsuite, Buffer).
- Basic knowledge of email marketing platforms (e.g., Mailchimp, Constant Contact) and website content management systems (e.g., WordPress, Squarespace, Wix, Weebly).
- Familiarity with press and media relations practices is a plus.
- Creative thinking and ability to generate engaging content for various channels.
- Highly motivated and proactive, with the ability to manage multiple tasks and meet deadlines.
- Effective communication and collaboration skills in a remote work environment.
- Equipped with a reliable computer, high-speed internet connection, and necessary software/tools for virtual work.

Application Instructions

- For more information and to apply for the position, please visit our website: <https://www.letstalkpublichealth.com/experiential-learning-program.html>



 www.letstalkpublichealth.com

 elp@letstalkpublichealth.com

We're all about equal opportunity. All applicants will be considered without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.