

BeatCancer.org

Intern Job Description

Marketing

Marketing interns will assist in the marketing efforts of a 501c3 nonprofit charitable organization with a mission to provide research-based education on how to prevent, cope with, and beat cancer through diet, lifestyle and other immune-boosting approaches.

Duties include but are not limited to, helping create content for the agency's website and other online marketing channels (such as Facebook, YouTube, Twitter, blog and podcasts) and helping with promotion of community events and venues such as fairs and outreach activities.

Career enrichment activities include:

- Exposure to Health and Wellness Professionals, potential employers and BeatCancer's Board of Directors
- Developing interviewing and/or public speaking skills
- Learning organizational management best practices

Desired skills:

1. Strong oral and written communication skills (writing experience such as for a school or club newspaper, website, or personal blog will be a plus).
 2. Basic computer skills (such as word processing) are required (advanced skills such as Web design or photo and/or video editing will be a plus).
 3. Ability to take the initiative and work collaboratively in a team environment.
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Examples of Backgrounds Desired & Types of Responsibilities:

Journalism Majors

- 1) That have a health and wellness or even medical background. – to write blog posts
- 2) That have a sales and marketing background - to help create products sales pages and email series.

Health and Wellness Majors / Media Majors/ Journalism Majors

- 1) To speak to the general public at community events
- 2) To conduct interviews for podcasts
- 3) To create YouTube videos

Students Learning Salesforce

- 1) Customize back end
- 2) Create dashboards
- 3) Create web-to-lead forms, custom reports, and others

Graphic Arts Majors:

- 1) Create graphics for Memes
- 2) Create graphics for Blog Posts and other Web-media, etc.