



GOLDEN AGE HOME

ASSISTED LIVING

As a marketing intern with Golden Age Home, you will:

- Work and interact with top company management
- Get hands-on experience with a variety of projects, including market research, development of marketing materials and advertising campaigns, creation of customer promotions and loyalty programs, email and other real world projects.
- Have direct involvement with the residents of Golden Age Home.

Golden Age Home Assisted Living is a non-profit organization who has been in the business of serving Senior Adults in our community for 50 years. The mission of the Golden Age Home since it was established in 1957 has been that of providing retirement care in a friendly, Christian environment. Caring for those who can no longer care for themselves and helping them maintain the optimum quality of life with dignity is the mission of our home.

We are looking for bright, motivated college students to help with a variety of projects.

We are currently taking applications and interviews for unpaid positions for the Spring and Summer semesters.

Key Responsibilities

- Participate in marketing, fundraising and training meetings as available.
- Help develop marketing plans and presentations
- Help write and design sales collateral (brochures, postcards, flyers, informational packets)
- Prospect leads and manage databases
- Lead presentations to raise awareness in community and surrounding areas about Golden Age Home services for social clubs, organizations, as well as doctors' offices and nursing homes
- Plan and host fundraising event(s)
- Create and send out (email and mail) quarterly newsletter to donors, family members, directors, and community to increase donations (both monetary and in kind gifts)
- Generate leads and provide help desk support

Requirements

- Majors: Marketing/Advertisement, Business/ Management, Communications & Journalism
- GPA 3.0 or higher
- Excellent verbal and written communication skills
- Proficiency with Microsoft Office. Experience with Power Point and Publisher is a strong plus
- Interpersonal skills- customer service orientation
- Basic knowledge and fondness of Senior Adults is a strong plus

For consideration, please send resume and cover letter to:

Nicole Burnett, Director

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512-398-2421

512-398-5591 (fax)