MARKETING / COMMUNICATIONS / SOCIAL MEDIA INTERNSHIP!

If you have the desire to excel in the rapidly growing field of healthcare while giving back to the community, then the EdenHill Communities internship is the official internship for you!

We at EdenHill Communities have an exciting opportunity for future marketers and social media managers who would like to gain experience in a value-centered and competitive environment. Our program will challenge you to strategically place our community in the digital arena. The Senior Living Industry is booming and we need our Community to be set apart from others on Social Media. If you’re looking to put your ingenuity and creativity to the test, we will be a great fit for you!

RESPONSIBILITIES:

- Update and maintain current information on all social media sites
- Write, edit, publish blog articles
- Create a calendar of timely, healthcare-related social media posts on Facebook, Twitter, Instagram, LinkedIn
- Build video database of Resident stories and interviews to be featured on our website
- Compile testimonials from residents and family members for website
- Increase engagement throughout all social media platforms through use of creative content
- Draft and edit content for communication materials including e-blasts, newsletters, activity calendars
- Monitor and evaluate social media/website content of competitors
- Assist in designing Marketing campaign and collateral for Alzheimer’s symposium
- Assist with creating and designing marketing materials targeting specific audiences to include potential residents and donors
- Evaluate and monitor metrics
- Report directly to Director of Marketing and work collaboratively with Marketing Assistant
- Flexible schedule to accommodate student hours.
- Minimum of 15 hrs/week preferred; Minimum 8 weeks (must total 160 hours)
- This is an unpaid internship

QUALIFICATIONS

- The ideal candidate is an undergraduate (Junior or Senior) or graduate student in Communications, Marketing, Public Relations, Digital Communications for business development
- Experience with Facebook, Twitter, LinkedIn and related social media tools
- Ability to work independently and as a team member
- A professional appearance and positive demeanor
- Excellent verbal and communications skills
- Reliable transportation

Please submit resume to Paula Lundmark: plundmark@edenhill.org
830-625-1327