



Digital Marketing Intern

Reports to: Communication Specialist and CSO

Who We Are: Born from Genetic Alliance, a nonprofit organization rooted in 33 years of community programs and representing national voices and family-centered experiences, [Expecting Health](#) shares science-based and policy-informed information that reflects the lived experiences of individuals and their families. We do this through the power of relationships; convening the top experts; working with key leaders in health; and engaging with families and communities at the center of the conversation. We believe that new and expecting families, regardless of makeup, income, or background, should and deserve to expect health. We simply don't think it needs to be this hard.

The Internship: The Digital Marketing Intern will work to help promote Expecting Health and its programs, such as [Baby's First Test](#), across a variety of online platforms. Collaborating with a range of team members on projects relating to family engagement, newborn screening education and awareness-building, and prenatal testing content development, the Digital Marketing Intern will support digital content development and dissemination. This internship runs for a semester, but specific dates will be determined as part of the application process.

WHAT YOU'LL DO:

- **Social media**
 - Create content to share on Expecting Health's social media and digital platforms.
 - Help manage content calendar.
 - Engage with Expecting Health community across social media platforms.
 - Conduct media scans on reproductive, maternal and child health, genetics and genomics related topics and prepare posts about breaking news in these fields.
 - Monitor notifications and track performance metrics for accounts.
 - Keep up to date on social and digital media trends.
- **Digital and web presence**
 - Research ways to use and enhance current digital platforms and tools to expand online presence, including targeted ads and podcasts.
 - Draft content for website as needed on topics related to reproductive, maternal, and child health.
 - Assist with preparing and distributing online newsletters.
 - Contribute to overall communications strategy and recommend best practices and key tactics.



- **Other duties, as needed**
 - Could include administrative work, organizing and distributing resources/supplies, etc.

WHO WE'RE LOOKING FOR:

Undergraduate junior or senior or graduate students majoring in communications, public relations, public policy, marketing, and/or public health encouraged to apply. To be successful, an individual must be able to perform essential duties and bring a positive, proactive attitude to their work. Qualified candidates should have some relevant experience with topic area and content.

Candidate must be extremely detail-oriented and organized with excellent verbal/written communication skills and the ability to write for different audiences. It is important that the candidate has superb critical thinking skills and the ability to work in a team setting as well as be self-directed. Proficiency in Adobe InDesign, Photoshop, Illustrator, and/or graphic design is a plus. Ability to maintain a high level of professionalism and discretion is mandatory. Familiarity with AP Style. Experience or proficiency in photography, audio, and/or video production is also a plus.

The position will be remote, so ongoing communication and transparency is key with meetings occurring regularly on Zoom or Slack. Being committed to professional growth and demonstrating commitment, integrity, dedication and positive behavior is key to success in this role. Must be flexible, highly organized, creative, and detail-oriented with the ability to set and meet deadlines.

Time commitment: 10-20 hours per week but can be extended depending on intern schedule.

Compensation: This is an unpaid position. If this internship fits a course-credit requirement, please let us know in your application.

Please send your cover letter, resume, and one writing sample that reflects the work you may do in this position to nbonhomme@expectinghealth.org with 'Digital Marketing Intern' in the subject line.

