



## **Marketing and Social Media Internship Job Description - A Stipend provided**

### **About the Center of Wellness for Urban Women (CWUW)**

Center of Wellness for Urban Women (CWUW) empowers women and their families living in urban communities to take action for their health and well-being through education, advocacy, prevention, and care. By helping women create a culture of wellness using the 7 Dimensions of Wellness, women and their families develop skills and tools to address all aspects of their lives to improve their quality of life and make better lifestyle choices.

### **Position Description**

CWUW is seeking a current college student, current graduate student, or recent college graduate interested in serving as an intern by assisting staff in developing and coordinating our marketing and social media strategy. The Marketing & Social Media Strategist Intern will assist in website maintenance and enhancement and corporate communications such as flyers, press releases, blogs, etc. We're looking for a true self-starter comfortable in a cross-functional environment of working autonomously and with a team.

### **Specific Responsibilities**

Responsibilities include, but are not limited to, the following:

- Assist with the design and execution of social media campaigns
- Create weekly and monthly editorial calendars to promote company brands on various social media websites
- Create and distribute content such as blogs, infographics, videos, and press releases on social media and traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support team at live and online events
- Perform social media marketing research
- Assist with influencer campaign strategy
- Respond to comments and DMs on social media platforms
- Brainstorm and research ideas for original content
- Create compelling graphics to share across social channels
- Write social media captions that speak to the company's target audience
- Help create and edit short-form videos
- Develop new strategies for increasing engagement
- Assist with photo/video content shoots
- Ensure the brand message is consistent

## Qualifications

- Currently enrolled in a College program or recent graduate in; marketing, communications, or graphic design programs preferred.
- Strong graphics skills and proficiency in Adobe Photoshop, Canva, Illustrator, and InDesign.
- Strong writing and research abilities.
- Knowledge of Microsoft Office applications.
- Experience with databases is a plus.
- Good interpersonal skills and attention to detail.
- A demonstrated commitment to CWUW's mission and values.
- Unimpeachable ethical standards and personal integrity.

## Hours, Start Date, and Duration

Flexible within business hours. A firm commitment of 15-20 hours per week is required. The internship will start at a mutually agreed-upon date and may continue through the 2023/2024 academic year, depending on mutual interest and satisfactory performance. This internship provides a stipend.

## How to Apply

To apply for the position, please submit a cover letter, resume, and one-page writing sample by email to [rbayless@cwuonline.org](mailto:rbayless@cwuonline.org) (please put "Development Intern" in the subject line). The position is available for immediate placement, with applications considered on a rolling basis. Candidates are encouraged to submit applications as early as possible. ***No phone calls, please.***

While the above describes the position's essential functions, other duties may be assigned.

***Center of Wellness for Urban Women is an equal-opportunity employer.***