

Partnership for a Healthier America

Digital Media Internship

The Partnership for a Healthier America (PHA) Communications and Marketing Team is looking for a super smart intern to join us in Fall 2017. Our interns are brainy, hardworking, and passionate about communications, content and the health of our nation's kids ... and they also have a sense of humor and like working in a fast-paced environment.

PHA is devoted to working with the private sector to ensure the health of our nation's youth by helping solve the childhood obesity epidemic within a generation. Founded in 2010 in conjunction with – but independent from – The former First Lady Michelle Obama's *Let's Move!* Initiative, PHA is a non-partisan, nonprofit that is led by some of the nation's most respected health and childhood obesity advocates.

Internship Description:

PHA's Marketing and Communications team is looking for a part-time or full-time intern for Fall 2017. The selected intern will have the opportunity to work on day-to-day digital and social media efforts, including assisting with PHA's website and contributing to the organization's social media channels.

Roles and Responsibilities:

Social Media

- Assist the team with content creation for Facebook and Twitter.
- Post, schedule and track results of social media efforts.
- Work with team to strategize new ways to share PHA's mission with a broader audience and grow social media following.
- Compile social media information and data into monthly recap reports.

Website

- Expand knowledge on website management by creating landing pages, writing copy, resizing images for web and other tasks as assigned.

Other

- Provide organizational support for 2018 Building a Healthier Future Summit.
- Provide general administrative support.

Minimum Qualifications:

- In progress or recently completed bachelor's degree in communications, marketing, with an interest in digital media.
- Strong written and verbal communication skills.
- Microsoft Office skills, particularly Excel and PowerPoint.
- Past experience with website content management systems, including Wordpress, Sitecore, etc.
- Basic HTML or markdown knowledge (or willingness to learn).

If interested, please email a cover letter, resume, and writing sample (no more than 2 pages) to jobs@healthieramerica.org. Include "Digital/Social Media Intern Fall 2017" in the subject line.