

Partnership for a Healthier America
Development and Communications Internship
(Marketing & Communications)
Spring 2019

The Partnership for a Healthier America (PHA) is devoted to ensuring that all children -- especially those disproportionately affected -- will live healthier lives, growing up to be adults free from obesity, diabetes, heart disease and other chronic conditions. Founded in 2010 in conjunction with -- but independent from -- Former First Lady Michelle Obama's *Let's Move!* Initiative, PHA is a nonpartisan, nonprofit that is led by some of the nation's most respected health and childhood obesity advocates.

Internship Description: The intern's primary responsibility will be to assist the Development and Communications teams with responsibilities around the 2019 PHA Summit as well as contributing towards other work that helps to awareness for the organization.

Marketing & Communications Team Roles and Responsibilities:

- Collaborate with PHA Marketing and Communications to nurture prospect lists consisting of corporate, individual, and foundation funders
- Assist with setting up registration for the 2019 PHA Summit
- Help the team to maintain accurate and timely information in Salesforce.
- Participate in brainstorming sessions and meetings to help optimize the work of the Marketing & Communications team.
- Follow and track news coverage related to PHA and its partners, distribute daily news clips to staff
- Assist with creating and proofing content for distribution, including, but not limited to press releases, partner communications, email and social content
- Work with digital associate to create content for digital channels
- Assist with and maximize effectiveness of digital campaigns using Sprout Social and Pardot
- Support outreach to grassroots organizations and influencers for annual Summit
- Inventory all marketing and communications collateral, ensure all materials are consistent and up to date
- Provide general administrative support to the entire Marketing and Communications team.
- Support ongoing projects with partnership team

Minimum Qualifications:

- In progress or completed bachelor's degree in business, communications, public health, or a related field.
- Excellent verbal, interpersonal and written communication skills in English; ability to write and present data and information in a compelling way to different audiences.
- General knowledge of childhood obesity and its contributing factors.
- Understanding and interest in improving the health and well-being of people across the country.
- Ability to work effectively in a fast-paced environment.
- Strong time management and organizational skills; demonstrated ability to work well independently and in teams.
- Track record of being able to produce work in a timely manner and with flexibility when necessary to adapt to changing work conditions.
- Ability to read carefully, follow directions and attend to detail.
- Proficiency in MS Word, Excel and PowerPoint.
- Savvy Internet research skills as well as a willingness to use print materials and telephone skills for extended research.
- Ability to work a minimum of 24 hours per week (days and times are flexible) and be able to work 9-12 weeks.

If interested, please email a cover letter, resume, and writing sample (no more than 2 pages) to jobs@ahealthieramerica.org. Include "Development/Communications Intern Fall 2018" in the subject line.