



Internship Job Descriptions

Job Title: Marketing Intern

Time Commitment: 5-10 Hours/week

Immediate Supervisor: Operations Manager

Supervisory Responsibilities: None

Internship Description:

The Marketing Intern will support the divisions Social Media and communications needs. This position provides hands-on experience in various facets of social media brand awareness, inbound traffic generation event planning and implementation, and community outreach. Computer literacy, an understanding of social media as a message marketing platform, and attention to detail are vital.

It is anticipated that this position will require 5-10 hours of volunteer work per week, however, hours will fluctuate before events. Flexibility is a plus.

The intern will likely help with day-of-event set up and event social media needs

Major Responsibilities:

1. Social Media and Community outreach: help raise awareness of the AHA mission through initiative and event promotion; update online event calendars, use of content management platform (Sprinklr), writing press releases, and creating marketing collateral.
3. Research: assist with basic research as needed in order to engage the community and to investigate any trending activities within the community, as well as organizational branding messages (Stroke Month, Heart Month, AHA/ASA Scientific Research News)
4. Health fair representative: attend health fairs and health expos on behalf of the AHA, help maintain a positive customer experience when working with the community

Environmental and Working Conditions:

All volunteers will work from the AHA office (Tucson) during normal working hours (9am – 5pm), unless otherwise needed due to events and meetings.

Physical and Mental Requirements:

Physical requirements include: sight, hearing, sitting, standing, bending, or squatting for most of the day; skills essential for successful communications include: speaking over the phone and writing. Ability to interact and communicate with customers, and to clearly and concisely exchange ideas, facts and information. Ability to effectively plan and manage workflow, work on multiple projects simultaneously and manage project details with limited supervision. Must be able to lift up to 20 pounds with the expectation that items in excess of 20 pounds would be broken down into smaller components or additional assistance is required before lifting. Ability to conceptualize, reason through problems, make effective decisions and develop alternative solution and provide excellent customer service while ensuring compliance with the American Heart Association's policies and procedures.

Minimum Qualifications:

1. Internship will provide experience and training, however, some experience in customer service, marketing, sales, communications, and administrative duties preferred.
2. Need basic email/phone etiquette with excellent communication skills.
3. Access to reliable transportation to the AHA office.
4. Willingness to work independently during and possibly willing to work irregular working hours for events.
5. Have proven oral and written communications and interpersonal skills.

6. Experience in using computers.

Competencies:

1. Judgment/Decision Making: Demonstrates consistent logic, rationality, and objectivity in decision making. Achieves balance between quick decisiveness and slower, more thorough approaches, i.e., is neither indecisive nor a hip-shooter. Shows common sense. Anticipates consequences of decisions.
2. Communication – Oral: Communicates effectively one to one, in small groups and in public speaking contexts. Demonstrates fluency, “quickness on one’s feet,” clarify organization of thought processes, and command of the language. Easily articulates vision and standards. Keeps people informed.
 - Ability to write succinct, intelligent, creative and fun copy.
 - Exceptional traditional writing and grammatical skills and a flair for communicating in all social media channels.
3. Organization/Planning: Plans, organizes, schedules, and budgets in an efficient, productive manner. Focuses on key priorities. Effectively juggles multiple projects. Anticipates reasonable contingencies. Pays appropriate attention to detail. Manages personal time well.
4. Business Literacy: Understands and absorbs new information. Stays current with developments in our field. Expects others to stay current with developments in the field. Frequently shares new knowledge with others. Integrates new information to enhance existing models or create new ones. Helps others translate new information into practical application in our area.
5. Customer Focus: Regularly monitors customer satisfaction. Meets internal and external customer needs in ways that provide satisfaction and excellent results for the customer. Establishes “partner” relationships with customers. Regarded as visible and accessible by customers.
6. Integrity: “Ironclad.” Does not cut corners, ethically. Remains consistent in terms of what one says and does and in terms of behavior toward others. Earns trust of coworkers. Maintains confidences. Puts organization’s interests above self. Does what is right, not what is politically expedient. “Fights fair.” Intellectually honest; does not “play games” with facts to win a point.
7. Initiative: Seeks out and seizes opportunities, goes beyond the “call of duty,” finds ways to surmount barriers. Resourceful action-oriented “doer,” achieving results despite lack of resources. Re-stimulates languishing projects. Shows bias for action (“do it now”).
8. Collaboration/Teamwork: Cooperates with staff at all levels of the organization. Willingly reaches out to staff, volunteers and customers to proactively share information, knowledge, expertise, and time with others to achieve common goals. Works to overcome geographic, departmental, and/or Affiliate boundaries and establishes cohesive, effective relationships with peers. Enthusiastically supports the common goals and mission of the organization. Shares credit.

Compensation/Benefits

Unpaid

Application Contact Information

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Resume & Letter of Interest