

## **Marketing & Communications Intern**

LifeChoices Family Medical offers a unique, pro-life focus to healthcare for women and families. Founded as a 501c3 nonprofit to serve the Tampa Bay area, LifeChoices Family Medical offers a world-class clinic that honors the sanctity of life, respects the dignity of women and serves the whole family. What makes this practice unique is the new scientific approach to managing reproductive health: Creighton Model FertilityCare System and NaProTECHNOLOGY.

As a marketing & communications intern, you will assist with executing LifeChoices Family Medical marketing strategies and creative projects. Raising the profile and capacity of the clinic through social media, communication materials, storytelling, recruitment, and reporting.

This includes but is not limited to, creating/designing visual content for social media and web, content curation, story development, organization and creation for monthly e-newsletters and blogs, contributing to the design of in-house and external print materials.

This is an unpaid internship in which the Intern will undertake for practical working knowledge and relevant course credit with an institution of higher education.

Activities and learning opportunities for the Internship include but are not limited to:

What you will learn/gain: -Multi-channel marketing skills. Working with digital, print and peer to peer channels in marketing campaigns -Project management experience; including how to meet daily, weekly and long-term deadlines in a unique environment -Experience using Wordpress, Google analytics and marketing software -How to apply design theory to non-profit marketing campaigns -Experience working and communicating directly with a mid-size non-profit team -Exposure to many locally owned businesses, nonprofits and organizations in Tampa Bay.

What we require: -Basic graphic design skills (familiarity with Adobe Illustrator, Photoshop & InDesign) -Some experience with copywriting and blog writing -Knowledge of basic design principles & composition -Experience with social media platforms -Quality verbal communication (small and large group settings) as well as written communication (web, email, newsletters) -Ability to process and implement creative feedback

\*Not required but a bonus: -Ability to translate copy into Spanish -An interest in the nonprofit sector

**REPORTING:** The Marketing & Communications intern will report to and be supervised by the Executive Director.

Application deadline: ASAP, this is an unpaid position. Upon completion of internship in good standing, intern will receive a letter of recommendation.