



Institute for Community Health

Building sustainable community health, together

VISION

The Institute for Community Health is a nationally recognized catalyst for sustainable community health improvement, uniting real world practice with academic research.

MISSION

The Institute for Community Health utilizes participatory research and evaluation approaches to generate and disseminate knowledge about public health issues affecting communities. Core to ICH's approach is the development of long-term partnerships, a commitment to co-learning and capacity building, and a deep appreciation for the diverse experiences, perspectives, values and resources that partners contribute to community health improvement.

INTERNSHIP OPPORTUNITY

Marketing and Communications Internship

Over the past two years, ICH has worked to develop a new marketing and communications strategy and to increase recognition of its brand. In addition to launching a new branding package, ICH is trying to become a thought leader in the field. To help implement the tactics outlined in our new strategy, we are looking for an intern interested in helping non-profits enhance their marketing efforts.

The Marketing Intern will work closely with the ICH Visibility Committee and ICH's Executive Director.

Opportunities for the Intern:

- Attend monthly Visibility committee meetings as well as networking meetings with select partner organizations engaging in social media
- Attend events hosted by ICH and community partners in order to live-tweet, photograph and otherwise document the event
- Assist with writing, editing, formatting and distributing ICH materials, including ICH blog, newsletter, website pages and social media posts

Intern Responsibilities:

- Assist Executive Director in the monitoring of public health trends using traditional and social media
- Assist Executive Director in identifying and organizing content for social media sites
- Maintain the ICH editorial calendar and help solicit needed information from staff and community partners
- Write, edit and lay out components of ICH newsletter in collaboration with Visibility team
- Assist Executive Director with monitoring & evaluation of ICH social media sites
- Update website content as needed

Necessary Skills:

- Familiarity with social media platforms and professional social media usage
- Excellent communication and writing skills.
- High organizational skills
- Ability to work independently and in a team setting
- Experience with WordPress or similar platform
- Familiarity with Salesforce and/or Constant Contact preferred
- Background in health communications preferred



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This unpaid internship is for 8-10 hours per week, preferably for one year. ***A writing sample is requested when applying.***

The purpose of the ICH education program is to further practice-based public health training and increase community research capacity by supporting ICH projects and partners.

Please contact Daniel Derman (ICHEducation@challiance.org) for more details. www.icommunityhealth.org