



Job Description: Communications & Marketing Intern

Eat Smart, Move More South Carolina is a non-profit organization working to reduce obesity in South Carolina by assisting communities in making policy, systems and environmental changes in a variety of settings that will help South Carolinians make the healthy choice, the easy choice. We provide technical assistance and guidance on healthy eating and active living strategies where we live, learn, work, pray and play. Currently, we have 21 chapters throughout the state, as well as a large number of community coalitions and partner organizations and programs that we work with.

Description: The Communications & Marketing Intern works closely with the Communications & Marketing Manager to promote Eat Smart, Move More S.C and to support communities with marketing and communications strategies. The intern will support a variety of communications functions, including: content development, some event planning, social networking and general tasks. The position will provide a broad understanding of (1) the PR and marketing function within state and local community groups, and (2) how to cohesively coordinate messaging and outreach to multiple audiences. They will have an integral role in executing the organization's communications strategy through a variety of multimedia channels.

Responsibilities may include:

- Update and maintain social media presence, including daily monitoring, posting, scheduling and reporting
- Assist in planning, writing and managing e-blasts and e-newsletters
- Draft, distribute and pitch news releases, media alerts, op-eds and other stories
- Manage editorial and event calendars
- Design flyers, graphics, e-vites and other marketing material
- Update the organization's website regularly
- Collaborate with Communications & Marketing Manager on new ideas, directions, and tools

Qualifications:

- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Creative, some graphic design experience helpful
- Excellent written and verbal communication skills
- Proficient in Microsoft Word, PowerPoint, Excel, and Publisher
- Proficient in Adobe InDesign, Illustrator and Photoshop highly desired
- Knowledge in HTML, Wordpress and graphic design a plus
- Understanding of the basic principles of public relations and/or marketing
- Firm grasp of available tools and platforms in the social media space
- Completed or working toward a college degree, preferably in a related field (e.g., Public Health – Health Promotion, Marketing/Communications, Advertising or Public Relations)
- Previous internship or related experience in marketing or communications a plus
- Ability to communicate in a professional manner with press and community contacts
- Ability to work well independently, and within a team

Start Date: Position open until filled.

Hours/Duration: Minimum 8-10 hours per week through semester or practicum

Compensation: This is an unpaid/volunteer internship.

To Apply: Please send cover letter, resume and writing sample to Brandie Freeman at brandie@eatsmartmovemore.org.