



INTERNSHIP DESCRIPTION

Social Media & Internet Marketing

Agency: Mother & Child Health Coalition

Department name: Communications

Overview of the program:

Mother & Child Health Coalition (MCHC), a recognized non-profit leader in the field of maternal & child health with particular expertise in combating health inequities and social determinants of health all focused on decreasing infant mortality within the Kansas City metropolitan area, believes that every child deserves a healthy start. MCHC's work is aimed at improving health outcomes and addressing health disparities through community intervention activities and public awareness campaigns.

Overview of the internship: Social Media & Internet Marketing Intern

We are seeking an avid social media user, excellent communicator, and good writer as a communication intern to assist with various social media accounts to share MCHC news and public health resources with the community. This internship is intended for an individual interested in learning more about non-profit communication and marketing.

Major functions of work will include:

- Research and document the latest news, publications, and resources related to health equity and infant mortality.
- Help coordinate the development of upcoming activities and/or writing materials for our various initiatives.
- Help maintain MCHC's website, FaceBook page and Twitter feed.
- Regularly communicate with staff to ensure coordination between social media sites as they are updated on regular basis.
- Participate in media related events and activities.
- Create and support an online workshop series.
- Draft reports, media materials, and other resources, and/or other ad-hoc events.
- Utilize word of mouth marketing, and Internet marketing techniques to increase traffic, brand awareness.
- Leverage social networks to strengthen relationships with existing clients and increase the number of impressions on potential clients.
- Utilize Blogging, SEO (search engine optimization), social networking, and backlink building to raise our web presence and placement on web searches.
- Other marketing activities as assigned by manager.

Key Performance Metrics:

- Increased number of requests for information.
- Optimized Web Site search position.
- Increased number of clients utilizing the website.
- Increased number of client connections on social networks.

Knowledge and Skills Required:

- Excellent researching, communication, writing, technology-related and organizational skills.
- Understanding of WordPress, LinkedIn, Facebook, Twitter, HootSuite & YouTube.
- Solid understanding of the internet and social media marketing best practices.
- Fearless attitude towards technology and a willingness to learn.
- The intern should be driven, creative, and keep up with the latest social media trends to help develop strategies to effectively use social media and monitor the results of their use.
- Familiar with public health issues.
- Previous experience with HTML coding preferred but not required.
- Graduate students (public health, communication, and marketing) preferred.

When are these positions offered?

- Start date: **Open**
- End date: **Open**
- Hours: (internships are typically arranged to accommodate intern's needs.)

Flexible; generally M-F 9:00 a.m.-5:00 p.m. but some evening and weekends may be required.

Location: **2340 East Meyer Blvd., Building 1, Ste. 216 Kansas City MO 64132**

Pay/ Stipend: **Unpaid**

Travel: **Limited travel within the 5-county metro KC area.**

Transportation – is a car required? **Yes**

Application deadlines: **Open**

Contact information: Submit résumé and letter of interest via: info@mchc.net

Susan McLoughlin, MSN, RN, CPNP, MCHC executive director, 816-283-6242, ext. 253 or Anne Biswell, communications coordinator, at ext. 226.



Mother & Child Health Coalition
2340 East Meyer Boulevard
Building 1, Suite 216
Kansas City MO 64132
(816) 283-6242
www.mchc.net

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