

# FUNDRAISING & MARKETING INTERNSHIPS

**EMPLOYER:** Employer's Health

**POSITION TITLE:** Marketing and Sales Intern

## POSITION OVERVIEW

This all-encompassing marketing and sales internship position will provide an invaluable learning experience with a growing organization. The intern will learn the ins-and-outs of marketing, events and sales and how the three functions work together. This internship position will offer an in-depth look into the world of employee benefits and how to build effective communications, long-term relationships and impactful solutions. The ideal candidate will be energetic, self-motivated and able to manage multiple projects. This intern should expect to refine his/her organizational, planning and prioritization skills during the internship. The paid internship position will be based in the organization's Canton, Ohio office.

## RESPONSIBILITIES AND EXPECTATIONS

- Maintain marketing lists in the organization's customer relationship management platform (CRM) system (i.e. Salesforce) and conduct list audits and clean-up
- Assist in web content creation, posts and maintenance
- Support production and distribution of invites, newsletters, blogs and other communications with special attention to proofreading/editing
- Provide special attention to proofreading and a focus on brand compliance
- Learn the Employers Health prospecting and sales process
- Develop an understanding of the importance of data mining and CRM and how to identify and communicate applicable information to accomplish business objectives
- Become proficient in populating Salesforce and Pardot
- Participate in and contribute to various team meetings
- Work collaboratively with members of the marketing and sales teams to develop and execute creative strategies that support member retention, engagement and development opportunities
- Respond quickly, thoroughly and accurately to internal/external requests and meet established deadlines for assigned projects
- Assist in tracking event registration and attendance through CRM
- Attend and assist at company events
- Support Employers Health events by tracking continuing education credit submissions
- Identify areas to contribute that assist the sales and marketing teams and create efficiencies

## BACKGROUND, EXPERIENCE, AND EDUCATION

- Proficient in business technology, including Microsoft Office (Word, Excel, PowerPoint)
- Experience with WordPress (CSS, HTML), Adobe Creative Suite, Salesforce and Pardot a plus
- Interest and/or experience in digital marketing, search engine optimization (SEO) and Google Analytics a plus
- Evolving professional presence including good verbal and written communication and proofreading skills
- A self-starter with the ability to multi-task and prioritize in a fast-paced environment
- Ability to work independently and in teams, with a focus on being resourceful
- Excellent organizational and project management skills
- Focused attention to punctuality, preparedness and organization
- Results-oriented and high energy
- Currently enrolled in a bachelor's degree program with an emphasis or focus in business, marketing, sales, health care or a related discipline
- Demonstrated desire to pursue a career in marketing and/or business development
- Valid driver's license
- Available at least 20 hours per week

## SUPERVISORY RESPONSIBILITIES:

No supervisory responsibilities This JOB DESCRIPTION is intended to describe the general nature and level of work to be performed by the people assigned this classification. It is not to be construed as an exhaustive list of all the responsibilities, duties and skills of the personnel so classified. All personnel may be required to perform duties outside their normal responsibilities from time to time, as needed.

**EMPLOYER: Cleveland Clinic Mercy Hospital**

**POSITION TITLE:** Intern Administrative College for Fundraising

**POSITION OVERVIEW**

The Intern Administrative College for Fundraising is responsible for a dedicated project to support a priority special event. In addition, the intern will shadow the professional staff to better understand all aspects of philanthropy campaign areas, including major gifts research, board and committee work, and data operations.

**RESPONSIBILITIES AND EXPECTATIONS**

- Researches, compiles, tabulates, and analyzes data and processes for a variety of administrative and departmental matters.
- Assists department personnel in assigned administrative, planning, organizational, technical, and professional tasks.
- Provides suggestions or recommendations with regard to department specific projects.
- Prepares and presents reports; drafts policies and procedures; responds to department specific projects.
- Other duties as assigned.

**EDUCATION:**

- Current college enrollment required.

**CERTIFICATIONS:**

- None required

**COMPLEXITY OF LEARNING EXPERIENCE:**

- Can discuss and weigh pros and cons and separate critical issues.
- Can make definitive choices, express opinions on issues and explain logical path decisions.

**WORK EXPERIENCE:**

- None required

**PHYSICAL REQUIREMENTS:**

- Requires full range of body motion including handling/lifting items, manual and finger dexterity, and eye-hand coordination.
- Performs work in stationary position for extended periods of time.

**PERSONAL PROTECTIVE EQUIPMENT:**

- Follows standard precautions using personal protective equipment as required.

**EMPLOYER: ABCD, Inc.**

**POSITION TITLE:** Temporary Intern

**POSITION OVERVIEW**

Work closely with the Chief Operating Officer who will provide real hands on projects and daily tasks that use social media platforms to promote and manage The ABCD, Inc. brand image. The intern will be able to apply classroom based knowledge to projects and gain essential skills needed to be career ready. The ABCD, INC.is dedicated to developing successful leaders, and we strive to make this internship as realistic and informative as possible.

**RESPONSIBILITIES AND EXPECTATIONS**

- Create and grow social media presence/profiles
- Moderate comments across social media profiles
- Utilize social media profiles to campaign events
- Maintain, post and, update social media profiles such as Twitter, Facebook, LinkedIn, Instagram, and Snapcht with appropriate and appealing content
- Assist with social media analytics and reporting
- Assist in loading/producing stories/creating social media graphics
- Help develop strategies for capturing target audience and current customers engagement
- Other duties as assigned

**BACKGROUND, EXPERIENCE, AND EDUCATION**

- Advance knowledge of popular and social media platforms from a brand perspective
- Excellent written and verbal communicate skills
- Highly organized
- Ability to project prioritize and meet deadlines
- Proficient in Microsoft Office
- Bachelor's degree or currently enrolled in an accredited college or university in marketing or related field of study
- Minimum over all GPA of 3.0
- 40 hours a week Monday-Friday, 8:00am-5:00pm