

Marketing and Outreach Intern

WELLthy Communities Inc. (WELLthy Communities) is a philanthropic, social enterprise committed to promoting wealth in marginalized, minority communities by fostering and driving initiatives to support access and improvement of education, health, and human service in Maryland and Washington, DC. As a mobile resource hub, WELLthy Communities cultivates an environment that promotes comprehensive wellness through the facilitation of onsite events; offering screening services, resources, and workshops tailored to the needs of our client community. Our role is to facilitate from start to finish by setting up and coordinating the event with our network of subject experts, professionals, and providers.

The individual who assumes this role will have the responsibility of planning our routine social events from start to finish according to requirements, target audience and objectives. You will ensure community projects are streamlined and effective and will bring an upbeat and professional energy. Additionally, the individual will be responsible for managing the marketing and promotion of these events and the greater WELLthy Communities brand. This includes performing marketing research, creating organizational logos and slogans, and provide insight for WELLthy Communities' marketing strategy.

Responsibilities

- Coordinate and supervise operations of WELLthy Communities events
- Manage new client intake and program contacts
- Attend various community-based networking events (nights and weekends may be required)
- Prepare event budgets and ensure budget adherence
- Source new community partners
- Analyze event success and prepare post-event reports
- Explore marketing avenues that will broaden WELLthy Communities' reach (e.g. podcasts, radio, public appearances)
- Update and maintain organizational website, newsletter, social media and other marketing/branding needs
- Assist Chief of Programs as needed

Requirements

- A love or enthusiasm for community outreach
- Innovative thinker
- Computer savvy; proficient in MS Office
- Outstanding communication and negotiation skills
- Excellent organizational skills
- A knack for problem-solving
- Customer-service orientation
- A team player with leadership skills
- Bachelor's degree and a minimum 1 year related experience preferred, or equivalent
- At least 1 year of human service marketing experience, preferred

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