Social Media & Communications Intern

NAATPN, Inc. is looking for a creative, self-motivated Social Media & Communications Intern to join our national team and provide dedicated support for all of our social media activities. This position is part time and for academic course credit only.

Responsibilities:
Include but are not limited to:

- Generate creative and targeted health-related content for blog, website and social media platforms.
- Promote relevant thought leadership daily while monitoring and identifying appropriate areas for ongoing engagement.
- Contribute to strategic planning and execution of all digital communication activities.
- Track and measure performance to ensure measurable growth of social media engagement within the public health sector; develop professional-level reports reflecting progress.
- Maintain editorial calendar.
- Monitor public health environment for related news and trends.

Qualifications:

- Junior/Senior majoring in public relations, health communications, or related field.
- Strong oral and written communication skills.
- Proficiency in Microsoft Office.
- Self-motivated; passionate about social media.
- Ability to work a flexible schedule including evenings and some weekends.

Preferred Skills:

- Basic graphic design skills (Photoshop, Publisher, etc.).
- Experience with web development tools (WordPress, Wix or Weebly, etc.).
- Experience developing messaging for targeted audiences, especially African American or other minority communities.
- Experience with social media measurement tools (Hootsuite, Sprout, etc.).

Environment
Must have valid driver's license and reliable transportation. Compensation may be provided for regional travel, cellphone data usage, and other expenditures as required. Personal tablet or laptop may be provided. All work environments are tobacco-free.

How to Apply:

- Send resume, cover letter and two writing samples to lhester@naatpn.org.
- The deadline to apply is July 31, 2015.
- Applicants should be prepared to share at least one personal or business social network that they have managed.

About NAATPN
NAATPN is a national organization that provides education and advocacy for addressing public health disparities affecting African Americans. We engage national health care organizations, faith-based institutions, educational establishments, and African American communities in strategic efforts to promote health equity. Our communication goals are to increase NAATPN brand awareness and provide public health information by strategically utilizing social marketing, social media and media advocacy.