

Marketing Internship Job Overview

Marketing Learning Objectives

- Gain exposure to marketing on social media platforms in a professional setting, including, but not limited to, Facebook, Instagram, Twitter, and LinkedIn
- Gain experience with email communication through working with Constant Contact
- Gain experience with graphic design/marketing platforms such as Canva, Hootsuite and more
- Use creative freedom within a professional setting to develop various marketing images and social media content
- Implement marketing strategies that align with AREF business model
- Create and update business website while working with WordPress

General Learning Objectives

- Gain experience working in a professional healthcare setting
- Obtain or enhance sports medicine knowledge
- Enhance understanding of Microsoft Excel, Word, and Power Point
- Gain exposure to Project Management
- Gain experience using Adobe Premiere Pro, Mac programs, and other marketing tools

Overview of Responsibilities & Expectation

- Create social media posts by working with department leaders to obtain content and posting approval
- Schedule approved social media posts on various platforms
- Assist with website content updates and design for both AREF and Eagle Fund websites
- Develop and implement a quarterly newsletter
- Assist and edit video clips for various events and social media
 - Department highlights
 - Training videos
 - Educational content
- Assist department leaders with creating marketing strategies for each department's specific needs; for example education events/conferences

Time Commitment (Days/Hours)

- Recommended 2 consistent days per week for 6-7 hours each day