



HEALTHY MOTHERS, HEALTHY BABIES
Coalition of Georgia

HMHB Marketing and Outreach Intern

Overview: Healthy Mothers, Healthy Babies Coalition of Georgia seeks qualified applicants for the position of Marketing and Outreach Intern.

Projects:

- Developing inbound digital marketing plan to:
 - Attract new donors and supporters
 - Encourage users to take action or attend an event
 - Increase the number of callers utilizing the Maternal & Child Health Referral Line (aka Powerline)
 - Increase the number of consumers utilizing our Public Portal
 - Increase social media engagement and e-mail subscribers
- Create collateral materials for HMHB events and projects
- Draft proposals for corporate partnerships that generate public good will and promote the HMHB brand throughout the State of Georgia
- Conduct focus groups to assess:
 - Public Portal Usability
 - Call Center Branding & Impact

Required Qualifications:

- Available to fulfil a full semester internship (part-time or full-time) during Summer 2017 or Fall 2017.
- Can collect and analyze qualitative and quantitative data.
- Must have excellent communications skills, written and oral.
- Ideal candidate will be well organized.
- Must pass a criminal history background check.

Preferred Qualifications:

- Demonstrates working knowledge of current digital media marketing concepts.
- Capabilities in graphic design for print and electronic media.
- Familiarity in working with cloud-based systems including Google Drive is a plus.
- Enrolled in a degree program related to business, administration, marketing, public relations or communications.

To Apply: Please email your current resume or CV, a cover letter expressing your interest (body of email is fine), and two references who can speak to the qualifications listed above, to Elise Blasingame at elise.blasingame@hmhbga.org.



HEALTHY MOTHERS, HEALTHY BABIES

Coalition of Georgia

Deadline: We request that candidate documents be submitted by April 1, 2017 for summer and August 4, 2017 for fall. We will continue to take applications until the positions are filled, but those who submit their documents by the early deadline will receive priority consideration.

About HMHB: Healthy Mothers, Healthy Babies Coalition of Georgia's mission is to improve maternal and child health through advocacy, education and access to vital resources. Our vision is that every mother and child in Georgia will have access to resources for a healthier life. Learn more about HMHB by visiting us online at: www.hmhbga.org. We are an equal opportunity employer.