

## Marketing Communications Internship

We are seeking ambitious, detail-oriented, well-spoken students hoping to gain experience in public relations, communications, marketing and related fields. EmpowHER's marketing communications intern will work with the marketing team to manage projects and campaigns supporting the Company and assist in public relations-related duties, including developing and managing lists, managing and monitoring social media platforms, managing files, conducting research and serve as back-up to coordinator for various press-related efforts. Must have excellent writing, project management and organizational skills. The individual should be able to meet deadlines, work independently and have a strong written and verbal communication skills and exceptional proofreading skills.

### Responsibilities:

- Assist with copy needs, including website copy audit, editing and proofreading selected materials and updating messaging documentation;
- Manage deadlines, deliverables and files for partner programs;
- Work with marketing and public relations teams in campaign development and execution;
- Assist with scheduling and writing social media posts;
- Monitor, manage and engage in social media conversations around the EmpowHER brand;
- Assist in providing monthly dashboard reports on social media KPI's;
- Research and report on emerging social media technologies and advancements.

### Requirements:

- Have the ability to work 15-20 hours per week;
- Must be familiar with Internet and social marketing tools;
- Strong written and verbal communication skills;
- Proficient in Microsoft applications (Excel, PowerPoint, etc.);
- Must own a laptop.

EmpowHER Media is an award-winning, HON-certified, social health company for women. The Company's flagship – EmpowHER.com – is the third most visited women's health and wellness destination on the Web (comScore Media Metrix). As the online home for female health consumers, EmpowHER.com offers a unique value proposition of a peer health community and premium, original women's health and wellness content. Health care professionals, brands and agency professionals rely on EmpowHER Media for reaching the most influential health and wellness buyer on the Internet -- women. EmpowHER reached more than 60 million women onsite and through syndication in 2011, and expects to reach more than 250 million in 2012.