

Marketing Intern- Job Description
Senior Helpers
Spring/Summer 2013

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Marketing Intern.

Objective: The Marketing Intern will be responsible for assisting the organization in the development and implementation of its marketing, business development, and public relations plans. This will be accomplished through developing, maintaining and expanding marketing channels/methodologies to the professional community, healthcare professionals, senior industry and the public at large.

Reports to: Owner/Executive Director

Primary Responsibilities *(including, but not limited to):*

- Identify all local influence centers (hospitals, nursing homes, assisted living with rehabilitation or respite care, doctors' offices and other health providers) to determine referral sources
- Assist with business development per blueprint and marketing strategy
- May assist with performing client assessment; coordinate with the office staff to ensure client starts in a timely manner
- Assist with visits and/or arranging meetings with persons responsible for or in a position to refer clients, this includes private, public and non-profit organizations
- Utilizes monthly marketing and public relations calendar to coordinate activity with national focus
- Assist with customizing and then disseminating press releases
- Arrange presentations of Senior Helpers services at staff meetings in hospitals, nursing homes, doctor's offices and private companies.
- Attend trade shows, conferences, networking events representing Senior Helpers services. Network with others in the industry to develop new business opportunities.
- Assist in coordinating various marketing methods including, direct mail, print ads, networking, internet, social media, and develop new methods of marketing
- Assist with managing a (CRM) Customer Relationship Management System

Qualifications

- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow- up skills
- Proactive problem prevention and issue resolution leadership ability
- Leadership potential
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required
- Ability to learn other software programs
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team

I understand that this is a general, not fully inclusive list of those duties I might be asked to be engaged in. I agree that I will check with Senior Helpers management if I am unsure about my responsibilities.

I have thoroughly read and understand the duties of this position description.

Employee Signature

Date

Senior Helpers

Date

Please contact and send resumes to:

Seth Zamek, Owner/Exec.Director

Senior Helpers

818 Tom Hall Plaza-Ste.118

Fort Mill, SC 29715

Ph: (803) 548-6766

fax: (888) 346-9187

szamek@seniorhelpers.com

www.seniorhelpers.com/fortmill

Senior Helpers 818 Tom Hall St.- Ste.118 Fort Mill, SC 29715 (803) 548-6766