



Position Description: Marketing Intern

Benefits in Action is a nonprofit organization dedicated to supporting our diverse community with a focus on the elderly and underserved, to improve their understanding, access, and utilization of food- and health-related benefits to enhance food security, health, and well-being. In 2023, Benefits in Action provided services to more than 14,000 individuals by assisting them with Medicaid, Medicare, Connect for Health, SNAP, food delivery, and issues related to social isolation. Volunteers are an integral part of our organization.

About the Role: The Marketing Intern will work together with the Manager, Marketing and Communications, to build connections with individuals, families, businesses, financial partners, and community organizations through print, social media, radio, television marketing materials. The goal is to provide information about Benefits in Action, to develop bi-directional collaborations, and to recruit individuals and groups to participate, volunteer, and contribute to Benefits in Action.

Key Responsibilities:

- Together with the Manager, Marketing and Communications, develop, implement, and sustain a marketing plan for Benefits in Action.
- Maintain an active presence on Benefits in Action's social media platforms and website.
- Build connections with individuals, families, business, financial partners, sponsors, donors to access both financial and in-kind donations.
- Develop marketing materials for the Benefits in Action directors and managers, following our branding guidelines, marketing plan, and staying within budget.
- Documentation according to policies and procedures.
- Participates in regular exchanges of information and presentations to Benefit in Action team members and community agencies when appropriate.

About the Role

(75%) Social media/marketing content development. This includes attention to the Benefits in Action Diversity, Inclusion, and Equity plan.

(15%) Developing and maintaining media/community contact lists for marketing purposes. Working with media outlets to determine appropriate placements for Benefits in Action ads, staying within budget.

(10%) Reporting, Data Analysis and documentation of work and its effectiveness.

Education and Qualifications:

- 2-3 years' work experience in related field
- Knowledge of HIPAA practices
- Knowledge of community resources, community, and governmental organizations, and of government and community benefits.
- Public Speaking experience
- Demonstrated experience working with diverse populations.
- Basic Computer skills and program proficiency
- Maintains a valid driver's license and adequate insurance for transportation to meetings/appointments.

Position Type/ Work Schedule: This is a part-time, hourly position, requiring occasional evening and weekend work and the ability to be flexible and responsive to emergent needs of Benefits in Action. The selected individual may have a more general or focused area depending on the organization's current needs.

Compensation & Benefits:

1. \$20/hour (depending on experience)
2. Medical/Dental/Vision/Life Insurance/Short- and Long-Term Disability/Retirement (for full time employees)
3. Paid time off benefits (holiday, sick, vacation)

If you are interested in the role, please provide a cover letter and resume to careers@benefitsinaction.org

Benefits in Action is dedicated to equal employment opportunities in any term, condition, or privilege of employment. Benefits in Action prohibits unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age 40 and over, disability, genetic information, veteran status, sexual orientation, marital status, gender expression or any other characteristic protected by state or local law. This policy applies to all employees.