

Membership Marketing Internship

Membership/Component Affairs Marketing intern will have the opportunity to learn how to develop and apply marketing strategy to retain and recruit APHA members.

Resume Builder

Students looking to build their resume with marketing and office experience are encouraged to apply for an internship within the APHA's Membership and Component Affairs Department.

Marketing interns will have the opportunity to learn recruitment and retention skills that can be applied not only to the non-profit, but also to the government and corporate sectors.

Marketing internship with the APHA Membership & Component Affairs Department

Membership Marketing intern responsibilities include but are not limited to the following tasks:

- Writing and implementing a marketing plan for a Section/SPIG (interest group) which includes background information and recommendations.
Intern would learn:
 - Quantitative Data Collection
 - Qualitative Data Collection (through zoomerang.com)
 - SWOT Analysis
 - Internal/External Matrix
- Creating and writing copy for promotional pieces targeted towards current and prospective Section/SPIG members.
- Working with the Director of Component Affairs to improve Section/SPIG retention and recruitment efforts
- Responding to general member inquiries concerning APHA benefits
- Updating member records on the leading association management database, iMIS.

Eligibility

Both undergraduate and graduate students are eligible for **unpaid** APHA internships. This internship is extremely beneficial to those seeking to add

marketing experience on their resume, especially in the areas of Marketing Strategy/Marketing Research/Promotion. Candidates should be working towards a business or marketing degree. Creativity and strong written / oral communication is a must. An interest in current health issues is desired.

Availability

Opportunities for internships are available year-round. Internships can be developed for a 3-4 month period, an academic quarter, an academic semester, or a full year.

To assure that the intern maximizes his/her experience with the Membership & Section Affairs Department, we prefer to have students work between 25-35 hours a week.

Internship Compensation

APHA internships are unpaid.

Internship Application Process

Upon receipt, applications will be screened to determine which applicant best meets the needs of this department. APHA staff will then interview selected applicants for internship positions. If you are interested in applying for an internship please submit the following materials:

- **Cover letter**, indicating your specific area(s) of interest and expertise, as well as your availability and schedule;

Please submit materials to:

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