

## **Marketing/Communications Internship**

### **Company Description**

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The Home Instead Senior Care® network of locally owned and operated franchises is one of the most trusted networks of home care worldwide. An innovator in eldercare since 1994, Home Instead Senior Care is dedicated exclusively to helping seniors stay in their homes as they age. Locally, Home Instead Senior Care of Seacoast and Southern New Hampshire has been serving seniors since 2002.

### **Internship Description**

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Home Instead Senior Care of Seacoast and Southern New Hampshire is seeking a Marketing/Communications intern for the summer of 2010. Hours are flexible throughout the Monday-Friday work week. This is an unpaid position however ideal for college students looking to obtain academic credit and recent grads wishing to add real world experience to their educational credentials in the business.

The individual hired will have the opportunity to work alongside of our Community Liaison. This position will allow an individual to help enhance our (4) four marketing channels:

- Networking
- Public Relations
- Web
- Advertising

The internship will provide the student the opportunity to:

- Understand the benefits of a franchise system and utilize the marketing tools provided by the Home Office
- Enhance our web presence by working on local website and social media sites as well as perform SEO and SEM
- Attend community events as representative of Home Instead Senior Care
- Assist with the support of local non-profit efforts
- Draft press releases regarding Home Instead Senior Care's educational programs and local community involvement
- Assist with drafting copy for monthly newsletters to referral provider network

### **Qualifications**

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Our office staff consists of 12 team members who work to manage a large group of continuously growing CAREGivers and clients. As a result it is imperative that each team member work synergistically as a cross-functional team.

The ideal candidate will possess the following qualities:

- Currently working towards a Bachelor's Degree in Business Administration, Marketing, Public Relations, Communications or English
- Must be self-starter
- Possess a strong work ethic and is eager to meet and exceed objectives
- Proficient with Microsoft Office
- Ability to work in a fast-paced environment
- Excellent oral and written communication skills
- Understanding of SEO/SEM tactics and html code a HUGE plus!