

Health Communications (Copywriter)

Role Description

The ItsFetch Copywriter Internship* program is an internship program designed to provide students a hands-on experience to prepare for a career in advertising and marketing, brands or other companies in the communications field. The ItsFetch Health Communications Intern will have the opportunity to work on significant educational projects, social media community building, web development, digital campaigns, and any other medium used to market a product, service or brand.

As a ItsFetch Health Communications Intern, you'll make an integral part of our online community. The goal is to establish a presence as a safe space and go-to community for women as well as to integrate our messaging into the community in a compelling and valuable way. You will learn strategic thinking, how to put together ideas with clarity, present, edit, craft, and resilience.

We're looking for someone who considers social media their medium, is great at telling stories online, and can easily take on a unique voice when speaking to an audience. They think in engagement, are full of ideas, know best practices for writing for a specific audience, and always have their finger on the pulse of what's coming next.

Key Responsibilities:

- Be responsible for producing quality content that will actually be seen by an active and engaged community around a defined topic or topics related to women and health.
- Generate engaging copy for the community.
- Review and edit all copies before going live.
- Ensure quality is maintained in a ItsFetch style and enhanced to strengthen brand language.
- Contribute ideas and writing copy for the community.
- Attend weekly meetings.
- Actively engage community members into active discussions on the group.
- Work on and implement plans to increase engagement.
- Assist in the creation and maintenance of Content Calendars, including writing Facebook Group Updates.
- Post relevant content in accordance with the Content Calendar.
- Work with the team on developing the vision and strategy for the online community, and drive initiatives from concept through execution.
- Work directly with our Community Manager, co-founders and advisor.

Pre-Requisites:

- A pleasant and sociable self-starter
- Recent experience in writing content for social media or Experience developing content for virtual communities and building engagement highly desirable
- Actively participates in a wide variety of social media activities such as community development and management, social bookmarking, commenting, etc.
- Understanding of popular social networks – design, functionality, users
- Demonstrated ability to produce engaging content that that reflects the learnings and insights from the community
- Compelling written and verbal communications skills and experience with developing regular communications (posts, newsletters, blogs, monthly reports, etc.)
- Exceptional communication skills within the internal team and the community
- Good detail organization and ability to manage multiple tasks at once within established deadlines.
- Ability to work well under pressure and tight deadlines, and stay organized