

# SUMMER/FALL 2022 INTERNSHIP PROGRAM

Social Media & Digital Marketing Intern



## WHO YOU ARE:

A current student enrolled in Marketing, Communications, or a similar field

## WHO YOU'LL WORK WITH:

Vinfen's Social Media & Digital Marketing Manager

## WHEN WE'LL NEED YOU:

- Summer and/or Fall 2022
- Monday - Friday
- Hours between 8 a.m. - 6 p.m.

This position is remote but some hours can be conducted at our 950 Cambridge Street location if desired.

## WHAT YOU'LL HELP US DO:

- Assess email marketing platforms and segment audiences/contact lists
- Create weekly and monthly editorial calendars to promote Vinfen across social media channels
- Track social media engagement to establish and expand upon high-performing ideas and campaigns
- Monitor social media channels for engagement to identify opportunities for Vinfen to engage as content experts
- Conduct community management for follower/following hygiene channel growth
- Pull monthly metrics into reporting documents

## Interested in applying?

Email Julie Banda, VP of Communications and Development, at [bandaj@vinfen.org](mailto:bandaj@vinfen.org) to inquire.

## WHY VINFEN?

Vinfen is a nonprofit, health and human services organization and a leading provider of community-based services to individuals with mental health conditions, intellectual and developmental disabilities, brain injuries, and behavioral health challenges. For over 40 years, our services and advocacy have promoted the recovery, resiliency, habilitation, and self-determination of the people we serve.

## CONTACT US:

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Phone: 617-441-1800 | [internships@vinfen.org](mailto:internships@vinfen.org)

## LEARN MORE:

[vinfen.org/internships](http://vinfen.org/internships)

**Grow**  
at Vinfen