



## THERAPYAPPOINTMENT INTERNSHIP PROGRAM

### Summer 2019 — Community Management Internship (PAID)

February 28, 2019

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#### Dates

Mid-May to August

#### Submission Due Date

EOD March 20, 2019

#### Pay

\$10/hr

#### Development Areas

1. Marketing
2. Community building
3. Innovation design thinking
4. Content creation
5. Paid media strategy/execution
6. LEAN methodologies

#### Learn more about us:

##### Website

[www.therapyappointment.com](http://www.therapyappointment.com)

##### Facebook:

TherapyAppointment

Twitter: therapyappt

##### Office

797 Haywood Rd,  
Ste 202  
Asheville, NC 27604

#### Project Scope

The healthcare industry + a software startup + new product launch. If you're ready for an exciting summer internship, you've found the right company!

The community marketing intern helps develop our community through innovative engagement. Our social networks are small but mighty — and rapidly growing! After our social relaunch 2 mos ago, membership grew by 28%. We're ready to aim high!

We're in the process of developing a new marketing campaign called "Do What You Love." It's all about encouraging and empowering our customers. Your task includes working with the team to develop the campaign strategy, structure any incentive programs (giveaways or prizes), activate it on social media, and measure results.

This project truly helps develop the TherapyAppointment community — your work will continue long after your internship ends. This is a meaningful project that can have a real impact on our business, and we'd love you to join us!

#### What You'll Gain

During your internship, we'll focus on application of skills you'll use again and again in your career. In addition to marketing and community development, you'll use LEAN methodologies to develop the program; innovation & design thinking for ideation and project/product development; and communication skills to encourage engagement internally and externally. Finally, working together, we'll quantify the business value of your project to use on your metrics-driven resume.

In this role, you'll be both challenged and an integral and valued member of our team, and will learn deep consumer listening and community activation skills.

#### Responsibilities

- Collaborate with the team on brainstorming and campaign strategy development
- Develop needs and milestones to manage the project with the Marketing Director
- Closely monitor execution of campaign and engagement with community
- Assist with content/materials development
- Bring the campaign successfully to a close. Develop insights for future iterations

#### Required Skills

- Social media/community development chops
- Brainstorming and collaboration
- Focus and drive
- Ability to move at a steady pace without compromising quality of work
- Enrollment in a Bachelor's degree program with a focus or interest in marketing and or media.
- Reliable and able to commit to a weekly schedule