



## THE THERAPY APPOINTMENT INTERNSHIP PROGRAM

### Summer 2019 — Content Marketing Intern (PAID)

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Emily Harbison, Marketing Director // [emily@therapyappointment.com](mailto:emily@therapyappointment.com)

#### Dates

Mid-May to August

#### Submission Due Date

EOD March 20, 2019

#### Pay

\$10/hr

#### Skill Focus Areas

1. Communications
2. Innovation design thinking
3. Creative development
4. Video editing
5. Paid media campaign strategy/execution
6. Advocacy
7. 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!

This internship is a self-contained marketing project you'll facilitate from start to sustainability. Together, we'll develop strategy and execute on a content program consisting of customer feedback, thought-leadership, and the customer experience.

We're going straight to the source — the customer — to develop meaningful content. Using video, we'll interview customers about challenges faced, keys to overcoming, and TA's strengths or growth opportunities. Then, we'll work together compile final edits and promote the content within mental health communities.

When your internship ends, you'll leave your "marketing baby" in our hands where it *will* keep growing: this meaningful project will have real impact on our business.

#### What You'll Gain

During your internship, we'll focus on development of skills you'll use again and again in your career. In addition to marketing and community management skills, you'll use LEAN methodologies to develop the program; innovation & design thinking for ideation and project/product development; and communication skills to keep the project moving along. 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 research and empathy skills.

#### Responsibilities

- Collaborate with the team to develop a pilot strategy
- Communicate internally and externally
- Assist with set-up and execution of customer interview session
- Editing or helping coordinate editing of interview sessions
- Develop a recommendation of the path forward for the project using what you learned throughout the summer

#### Required Skills

- Brainstorming and collaboration
- High focus and drive
- Reliable and commitment to a weekly schedule
- Ability to move at a steady pace without compromising quality of work
- Video editing (ideal but not required)
- Enrollment in a Bachelor's degree program, preferably with a focus in marketing or communications