



**TITLE:** Digital Marketing Intern  
**DEPARTMENT:** Marketing and Communications  
**REPORTS TO:** Field Marketing and Communications Manager

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## **JOB SUMMARY**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Under the marketing and communications department, the digital marketing intern will gain professional experience in creating and implementing social media campaigns, writing for digital platforms and coordinating with departments across multiple states to share vital information with our constituents. This internship will support a wide range of initiatives throughout the Midwest and Central Plains Territory, such as Walk to End Alzheimer's, Do What You Love, and National Alzheimer's Disease Awareness Month, among others. Applicants should be upbeat self-starters, organized and enjoy a fast-paced work environment.

## **JOB RESPONSIBILITIES**

- Manage social media promotions and projects across the Midwest and Central Plains Territory
- Develop social media campaigns to help tell stories and raise awareness of the Association and Alzheimer's disease
- Write and adapt content for a variety of digital uses including website, newsletters and email
- Analyze social media analytics to inform best practices for Association.

## **SKILLS AND QUALIFICATIONS**

- Proficient with Microsoft Office (especially Word and Excel)
- Ability to work well independently, incorporate suggestions and meet deadlines
- Desire to approach challenges strategically and creatively
- Understanding of public relations principles
- Strong writing skills and attention to detail
- AP Style knowledge
- Skilled at collaborating cross-functionally

*\*This is a remote-only position. Must have own laptop to use.*

## **PROFESSIONAL DEVELOPMENT**

- Gain professional experience managing projects and balancing multiple priorities
- Experience working within a nationally recognized brand framework
- Work within a high-functioning and inspiring workplace atmosphere
- Learn and contribute in a local non-profit environment with a national reach

### **TRAINING & EVALUATION**

- Branding guidelines and style guide will be provided
- Online training courses (as relevant to internship)
- Individual training with supervisor for special projects
- Ongoing evaluation / feedback provided throughout internship

### **COMMITMENT**

- One semester
- 15 hours/week, flexible scheduling based on school load
- Preference to students nearing graduation (junior or senior years) or recent graduate

### **APPLICATION PROCESS**

Submit the following to [jrsimbürger@alz.org](mailto:jrsimbürger@alz.org):

- Resume and cover letter.
- List of relevant classes taken that relate to the position.
- Two writing samples (social media, brochure, ad, email campaign, etc.)

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### **CONFIDENTIALITY**

The Alzheimer's Association has an obligation to safeguard the confidential nature of personal information and shall not disclose, in an individually identifiable way, information about a particular person without the person's expressed authorization. All volunteers are expected to safeguard confidential information to the degree that their volunteer position is given access to the identity and details of persons living with Alzheimer's disease and their families.

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For more information about this volunteer position, please email:

[jrsimbürger@alz.org](mailto:jrsimbürger@alz.org)