

American Academy of Cosmetic Dentistry

Job Title:	Communications Intern
Department:	Marketing
Reports To:	Chief Marketing Officer
Status:	6-10 Hours per week, Part time, LTE, mostly remote
Pay Range:	\$16 - \$18 per hour
Revision Date:	August 2021

SUMMARY OF RESPONSIBILITIES

As a Communications Intern, you will have the opportunity to share your excellent writing skills—including institutional writing, promotional copy, and press releases—to Academy members and prospects. In addition, you will help support tactical marketing functions and serve as a backup to Senior Marketing Specialist, including CMS website updates, social media posting, HTML email building and deployment, and other promotional duties.

SPECIFIC RESPONSIBILITIES

- As a temporary member of AACD's in-house marketing team, you will assist in creating and producing innovative and targeted advertising and marketing copy and messages for AACD's membership, prospective members, and other stakeholder audiences including the public
- Help to plan, write, edit, and publish company communications
- Ensure accuracy and timely deployment of communications to include project management
- Deploy communications and promotions through multiple traditional and digital tools
- Execute messaging through various channels including print, collateral, publications, direct mail, e-mail, web, and social media
- Help manage a comprehensive social media strategy to increase visibility and awareness

PREFERRED SKILLS & ABILITIES

- Course of study in Communications, Marketing, Journalism, or an equivalent field. Any direct experience will be considered a bonus
- Understanding of social media principles and best practices
- Familiarity with email service provider interfaces and website content management systems a big plus
- The ideal candidate is an enthusiastic communicator with a passion for clarity, quality, and consistency that can easily collaborate with designers and other staff to develop and deploy effective messages. He or she will have writing and project management skills.
- Must have the ability to convey the company's brand and positioning through simple, effective phrases with a style that is clear, fresh, and concise
- Motivated and proactive
- Comfort level with developing multiple projects simultaneously

Please send resumes to kathrynh@aacd.com