

Coconino County Health Department SexInfo Marketing Intern (Unpaid)

Anticipated duties:

- Work in conjunction with high school peer educators to design comprehensive marketing campaign for new sexual health text messaging program
- Procurement of online advertising, including Myspace, Facebook, Yahoo, etc.
- Assistance with development of radio advertisements and distribution of other media ads (mini-billboards, palm cards, posters)
- Modification of existing urban marketing campaign to rural community, while keeping program teen relevant
- Assistance with development of Public Service Announcements (PSA's)
- Work with online sites and other businesses to effectively market program
- Assist health educator and other staff to promote program to area teens and providers
- Secure price quotes, obtain online information, liaison with representatives from media outlets to obtain advertising

Knowledge, Skills & Abilities:

- Must be comfortable discussing and working with medically accurate, comprehensive sexual health information
- Knowledgeable on current marketing strategies, effective marketing techniques for a targeted teen population, particularly online marketing, psa's, radio
- Experience preferred in development of targeted marketing campaigns, especially online campaigns for teens
- Skilled in advertisement creation
- Ability to act as positive, mature role model for high school aged peer educators
- Strong verbal and written communication skills
- Strong oral presentation skills
- Strong familiarity with cell phone, text messaging, online technology
- Knowledgeable about social marketing, social modeling theories
- Ability to plan, organize and implement detailed, multifaceted marketing campaign
- Knowledge of teen culture, attitudes

Preferred Experience:

- Experience in working with teens/young adults in mentoring capacity
- Experience developing marketing campaign to targeted population
- Experience with technology and interactive media campaigns

Hours:

Hours depend on college credit needed

Days, but nights and weekend work may be required

Contact Bethany Aronson at baronson@coconino.az.gov for more info.