**To Be Completed By Human Resources**

Classification \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Salary Grade \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position Number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Classification \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Michigan Public Health Institute**

**Position Description**

**Title:**  Marketing Materials Developer Summer Intern

**Employee Name:** TBN

**Supervisor:** Laurie Taylor, Webcasting and Training Manager

**Purpose:**  The Marketing Materials Developer Summer Intern works with MPHI Project Leads to design, develop, and maintain materials for client projects.

**Duties and Responsibilities:**

The following are examples of activities in which the Intern may provide assistance:

1. At the direction of MPHI Project Leads, collaborate with trainers and graphic designers to design, create, and maintain marketing and training materials.
2. At the direction of MPHI Project Leads, conduct research for projects and develop and implement marketing campaigns for statewide projects.
3. Assist MPHI Project Leads in the development and maintenance of materials that include step-by-step guides, brochures, and other educational documents.
4. Assist MPHI Project Leads in event planning and logistics.
5. Ensure that all information is consistent, easy to understand, and well organized.
6. Proofread and edit own work and the work of others to improve quality, readability, consistency, and effectiveness of materials.
7. Prioritize work and schedule to meet deadlines.
8. Listen closely to MPHI Project Leads, understanding the goals and requirements.
9. Maintain a positive, strong, credible, professional, and interpersonal relationship with all parties relevant to MPHI projects, and represent the best interests of MPHI at all times.
10. Demonstrate a genuine interest and enthusiasm in all projects and with co-workers and MPHI leadership.
11. Demonstrate flexibility to meet challenges.
12. Other duties as assigned.

**Qualifications/Requirements:**

**Education:** Current enrollment in a Bachelor’s degree focused on Marketing, Public Relations, or equivalent program.

**Experience:** Course work in marketing and/or public relations is preferred but not required. Experience in the areas listed below is preferred but not required:

* Marketing and Public Relations
* Event Management
* Marketing Campaign Development
* Writing and Editing
* Adult Learning Principles

**Important Skills and Characteristics:** He/she must possess:

* Strong PC skills and working knowledge of MS Office, Camtasia, and Snag-It (or similar video/image capture software), and the Adobe Creative Suite.
* Ability to understand and communicate key concepts quickly and accurately.
* At the direction of MPHI Project Leads, ability to assist with the creation of learning materials designed for effective adult learning/training.
* Desire to continuously learn new features of development tools and software.
* Strong writing, editing, and proofreading skills.
* High attention to detail.
* Ability to prioritize, schedule, and meet deadlines.
* Strong, conceptual thinker with the ability to understand the ‘big picture’ of projects.
* Work both independently and within a team.
* Ability to work effectively in a fast-paced, dynamic team.

**Work Environment and Physical Requirements:** Job may require moderate physical effort including lifting materials and equipment of less than 50 pounds and involves viewing a CRT or VDT screen 25% to 75% of the time on standard office environment. Statewide travel is occasionally required (less than 5% of the time). Requires valid vehicle operator’s license where needed to perform duties of the position.

**IMPACT ON PROJECTS, SERVICES AND OPERATIONS**

The Marketing Materials Developer Summer Intern has a strong impact on the quality, efficiency, and integrity of materials created for statewide projects. The quality of the work and the professionalism exhibited by the Marketing Materials Developer Summer Intern is directly reflected in the reputation and perceived value of MPHI’s services.

**Required Communication:**

**Contact Person/Group Frequency Purpose**

Webcasting and Training Manager Daily Work assignments

MPHI Project Leads Daily Work assignments/status

Clients As Directed Status

For purposes of employment standards, this classification is “Non-Exempt” from the overtime provisions of the Fair Labor Standards Act.

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee Signature

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supervisor or Program Director