

TITLE: Marketing and Production Intern

REPORTS TO: Manager, Sales and Marketing, Private Pay

JOB STATUS: Part-time (Unpaid - Class Credit can be given)



Job Description

A social service enterprise model, Private Pay is an in-home services initiative, and we are looking for creative candidates, think-out-of-the-box, and fun characters with a keen interest in social media marketing. The position will oversee marketing programs, outreach and digital ad campaigns with the goal of customer acquisition. Marketing and Production Intern will work closely with the Program Manager.

Essential Functions & Responsibilities

- Involve in the planning of marketing strategies and social media marketing for the new model
- Assist and produce marketing materials
- Manage the social media marketing platforms under the supervision of the Sales and Marketing Manager
- Copywriting for marketing materials, press release, and publicity materials of the new service
- Produce and edit presentation and video materials
- Management of content library and classification
- All other duties assigned

Qualifications

The ideal candidate will have:

- Experience with marketing or/and video production
- Aptitude with various social media platforms as well as strong analytical skills on data tracking tools associated with them
- Familiarity with consumer psychology and buying habits
- Ability to quickly learn and process information
- Excellent oral and written communication skills
- Excellent interpersonal skills
- Ability to work both independently and in teams
- Good organizational and time management skills
- Bilingual in English and an Asian language strongly preferred

About Us

Chinese Mutual Aid Association (CMAA) is a community-based social services agency. CMAA's mission is to serve the needs, promote the interests, and enhance the well-being of immigrants and refugees in the Chicagoland area, and to foster their participation in and assimilation into American society. The organization is headquartered in Uptown of Chicago and has a satellite office in Elgin. The In-Home Services Department provides in-home care and assistance to seniors and individuals with disabilities such as preparing meals, housecleaning, shopping, and much more.

Application Process: Interested candidates should send a cover letter and résumé to Madeleine Azcueta at madeleinea@chinesemutualaid.org.

Chinese Mutual Aid Association (CMAA) is an Equal Opportunity Employer.