**American Travel Health Nurses Association (ATHNA)**

**Six Month Marketing and Communication Internship**

**January 2018 to June 2018**

**Applications Open Until December 1, 2017**

*We seek a part-time, upper level or graduate student to work with the American Travel Health Nurses Association (ATHNA) to co-develop an overall marketing and communication plan to meet the needs of ATHNA members and promote travel health nursing in North America.*

*ATHNA is a 501(c) (3) professional organization that supports and promotes the emerging specialty of travel health nursing. Presently an all-volunteer organization, ATHNA is supported by member dues and individual donors. Membership growth is our priority.*

*ATHNA’s Mission: “*To advance nurses engaged in the care of international travelers through professional development, evidence based practice, and advocacy.” *More information about ATHNA can be found on our website* [*www.athna.org*](http://www.athna.org)

**Duration of Appointment:** 1/2018 -6/2018 **Open to:** College Juniors, Seniors, Graduate students, and Post-Grads **Location:** U.S. (home office based) **Stipend:** Flexible; based on an average ten hours per week

**Focus and Value of this Internship:** This paid internship will enable the individual to develop, implement, and measure a strategic marketing plan for a national, professional non-profit organization. The intern will expand his/her knowledge in global health, the health professions, and organization management and marketing. This position affords interaction with the Centers for Disease Control and Prevention and other national and international stakeholders in nursing, travel, and global health.

**General Duties and Responsibilities:**

* Deepen understanding of our work as travel health nurses with various audiences, including other health professionals, travelers and the general public
* Develop and implement a strategic communications plan to existing ATHNA members to ensure retention of members and education on travel health nursing issues. This includes emails, webinars, mailings, newsletters, and similar communications.
* Establish a presence on Google and manage Google AdWords
* Research media contacts and aid in developing outreach strategies to publicize and grow ATHNA

**Required Skills/ Experiences**

* GPA 3.0 or higher in relevant field
* Preference for experience in communications, marketing, PR or strategic planning
* Ability to work collaboratively and professionally with ATHNA Executive Committee
* Ability to prioritize and achieve deadline goals
* Skills in Word, Excel, and other Microsoft Office tools; Facebook, Constant Contact, Meeting One, Zoom, Facebook, Twitter, LinkedIn, WordPress, Google Drive/Calendar
* Ability to work at a distance within a limited budget
* Strong writing and editing skills

Interested candidates should send a cover letter, resume, and stipend expectations to Maura Lash, ATHNA Secretary [mauralash@gmail.com](mailto:mauralash@gmail.com).