

# Marketing Internship

**Contact:** [Aaron Kappe](mailto:aaron@prairiehealth.co) ([aaron@prairiehealth.co](mailto:aaron@prairiehealth.co))

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If you have a passion for mental health and an interest in marketing or writing, we'd love to talk with you about an opportunity with [Prairie Health](#).

Prairie is a Stanford-founded, venture-backed mental health company helping people with anxiety or depression feel better, faster, through data-driven medication and ongoing support. We launched our service in California last summer and have been serving our first members to high reviews.

## About the Role

- Fully remote
- Full-time (preferred) or part-time
- Timing: summer (starting May or June)

## What You'll Do *(specific projects subject to change)*

### Writing

- Publish mental health blog posts for our site (e.g. [see here](#)) and in collaboration with partners.
- Create engaging email campaigns to drive growth of new members and engagement with existing members.
- Improve Prairie's web presence through Search Engine Optimization (SEO).

### Social Media & Community Management

- Create and execute upon a social media content calendar.
- Increase Prairie Health's social media presence and reach, evaluating opportunities within existing channels and building plans for engaging in new channels.
- Produce a video series of mental health advocates and pros sharing their perspectives (e.g. decreasing stigma, sharing personal learnings, providing tips).
- Build relationships with mental health advocates, nonprofits and storytellers.

## Basic Qualifications

- Passion for improving the lives of people with mental health conditions
- Self-starter with an ability to work independently

- Strong writing and communication skills
- Enrolled in a four-year degree-granting university
- Attention to detail

### Preferred Qualifications

- Current student in or recent graduate of a top-tier undergraduate university with a relevant major (e.g. communications, journalism, English, business, psychology, neuroscience)
- Previous internship experience and strong references, especially in the mental health field
- Experience growing and managing multiple social media accounts
- Strong visual design abilities
- Published written work

**To apply, please email [Aaron](#) with the following:**

1. Some information about you and why you're interested (either in a cover letter or directly in the email)
2. Your resume
3. A writing sample, ideally similar to [our blog posts](#) in length, tone and/or content (if interested in the writing component of the role)