

### **COHI Communication Intern Job Description**

The Connecticut Oral Health Initiative (COHI) is seeking a dynamic, detailed orientated, and creative individual to assist with communication outreach efforts. This internship will provide a unique hands-on experience in numerous communication-related areas with Connecticut's only non-profit solely focused on improving oral health care for all. The communication intern will work independently on projects as well as with the COHI team to help promote its message, policy initiatives, and upcoming events. The internship will be a hybrid between working in-person at our office in Hartford and virtually. The intern will be reporting directly to the Community Engagement Specialist and Executive Director.

#### **Qualifications:**

- Enthusiasm for advancing the mission of COHI and oral health care issues
- Understand social media tools and platforms or the ability to learn quickly, including Facebook, Instagram, and Hootsuite
- Proficiency or the ability to learn word processing, PowerPoint, Canva, Constant Contact, and WIX
- Understand the basic principles of public relations
- Possess excellent written and oral communication and interpersonal skills
- Ability to create media advisories, press releases, Op-Eds, and digital newsletters
- Self-starter, good time management, creative, with the ability to communicate in a professional manner
- Ability to work well independently and within a team

#### **Responsibilities:**

- Assist in planning, writing, and managing social media content, e-blasts, and e-newsletters
- Updating organization website using WIX
- Design event/program fliers, graphics and other marketing material
- Coordinate media relations and help distribute press materials to gain coverage for COHI's activities
- Monitor the news for oral health care-related stories

- Collaborate with staff on new ideas, directions, and tools for marketing and communications

**Start Date:** Beginning of the spring 2022 semester

**Hours:** Varies depending on students required credit hours

**About COHI:**

**Mission:** To strengthen and safeguard access to quality, affordable oral health services for all Connecticut residents.

**Vision:** All Connecticut residents will have equal opportunity to obtain the services needed to maintain good oral health

COHI builds towards this by:

- Leading and collaborating in statewide oral health advocacy efforts
- Serving as an expert resource on oral health policy
- Analyzing and disseminating oral health policy recommendations
- Communicating the impact of structural and social factors on oral health
- Promoting the necessity of good oral health to overall health and well-being