



## Health Communication Internship & Practicum Opportunity

### California Black Women's Health Project

**About the organization:** California Black Women's Health Project (CABWHP) is the only statewide, non-profit organization that is solely committed to improving the health of California's 1.2 million Black women and girls through advocacy, education, outreach and policy. We focus on empowering Black women to take personal responsibility for their health and to advocate for changes in policies that negatively affect Black women's and girls' health.

CABWHP is looking for qualified students and/or recent graduates to assist with our organization's communications and marketing efforts. To support the organization's projects and fulfill duties, Health Communications Interns will collaborate with CABWHP's Creative Team and work independently.

#### Duties:

Help create and design culturally competent and tailored social media content focused on various topics, including mental health, maternal health, sexual health, reproductive health, aging health, nutrition and/or COVID-19

Create and design content for the purposes of building awareness, empowering and educating

Help optimize outreach and growth and analyze social media metrics

Research information focused on the health and wellness of Black women and girls

Assist with the execution of communications & marketing campaigns and projects

## **Specific Qualifications:**

Understanding of social media platforms (e.g., Facebook, Instagram, Twitter, YouTube, TikTok and/or LinkedIn) and social media management

Possess writing, researching and/or design skills and have knowledge of creating health communication content such as social media posts, blog posts, visuals and articles.

Organized, flexible and detail oriented

Software (working knowledge of Word, PowerPoint, Excel), Proficiency in design software (Canva, Illustrator and Photoshop) highly desired.

Self-starter, good time management, creative, with ability to communicate in a professional manner. Ability to work well independently, and within a team

Commitment to the continuous improvement of service quality and the organization's mission

Current student or recent graduate\* preferably in a related field (e.g., Public Health, Communication, Advertising or Public Relations)

\*Experience, in lieu of education, will be considered

## **Timing/Hours:**

Immediate, hours flexible

## **How to Apply:**

Email Geneses Abril, MPH, MS, CABWHP's Director of Communications & Marketing at [geneses@cabwhp.org](mailto:geneses@cabwhp.org) with:

- o Resume/CV
- o Your weekly availability