



## JOB DESCRIPTION / POSTING

Position: Undergraduate Marketing Intern  
Reports to: Marketing Manager  
Department: Marketing

Supervisory Responsibilities: None  
Classification: Non-exempt, Non-paid

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### Summary & Job Brief

IntraSpectrum Counseling (ISC) is Chicago's leading psychotherapy practice dedicated to the LGBTQ+ community. Our team of trained and devoted psychologists, social workers, and licensed clinical professional counselors provide affirming, sex-positive and kink-friendly individual, relationship, family, and group psychotherapy for clients of all ages. Our mission is focused on client advocacy, and delivering an exceptional standard of care and support to clients, collaborators and team members... including YOU!

IntraSpectrum Counseling seeks an intelligent, creative and dependable Undergraduate Marketing Intern, to provide administrative support and creative ideas to help achieve marketing and company goals. The Undergraduate Marketing Intern position provides support to the marketing and administrative functions within IntraSpectrum Counseling, while developing fundamental marketing skills and gaining a better understanding of the day-to-day functions of the department and the practice. The position focuses on assisting with digital research & media, database development and marketing projects as assigned. The position reports to the ISC Marketing Manager and collaborates closely with members of the ISC Leadership team. The broad marketing experience gained during the internship will help prepare those in this position to enter any fast-paced professional work environment.

### Areas of Responsibility:

- Support the marketing team in daily administrative tasks.
- Support day-to-day proactive and reactive communications functions.
- Conduct research as assigned on topics such as blog content, premiums, competitive offerings, and related items and present findings.
- Develop launch strategy and planning calendar for new Instagram platform.
- Develop content for website and social media channels.
- Coordinate with team to create graphic concepts for online and digital print collateral materials.
- Develop / organize various content databases to support future outreach and collaborative efforts.
- Assist in business development / promotional activities (e.g. social media, email, web).
- Prepare promotional presentations.
- Be a strong voice for inclusion and belonging with internal and external audiences, championing our culture, mission, and values to audiences in all communities.
- Maintain confidentiality and HIPAA compliance. Use discretion regarding sensitive information.
- Perform other duties as may be assigned from time to time.
- Maintain an openness to feedback.

## **Requirements:**

- Enrolled in higher education with a major or concentration in marketing, communications, business, or related field required. Junior and senior college students strongly preferred but not required.
- Knowledge and understanding of HIPAA and related healthcare regulations and laws preferred but not required.
- Spanish language fluency is strongly preferred but not required.
- Strong desire to learn along with professional drive.
- Must display high levels of emotional intelligence and creativity as well as a willingness and ability to engage in self-reflection.
- Demonstrated excellence in interpersonal, verbal, and written communication skills.
- Demonstrated interest in working with the LGBTQ+ community required.
- Demonstrated excellence in organizational skills.
- Ability to handle multiple projects with competing deadlines.
- Able to establish effective working relationships across all organizational levels and with all practice personnel.
- Must have a high degree of discretion in working with sensitive and confidential information.
- Ability to use excellent judgment to manage workflow and elevate priority issues.
- Must be self-motivated and be able to work both independently and in a team environment to meet or exceed goals.
- Passion for the marketing industry and its best practices.
- Proven ability to maintain confidentiality.
- Strong project management, time-management, and multi-tasking skills with the ability to manage competing expectations, prioritize effectively and deliver high-quality, error-free work.
- Compliance with practice vaccination policy and requirements.
- Excellent knowledge of MS Office Suite, Google Suite, and Adobe applications.
- Familiarity with marketing computer software and online applications (e.g. MailChimp, WordPress, online analytics, Google Adwords, etc.).
- Experience with social media management—specifically, best practices for strategy and implementation of Facebook, Twitter & Instagram content.
- Regular and reliable attendance with ability to perform functions of position in-person at our Chicago offices.
- Must be accessible and comfortable with a virtual reporting structure for self.
- Ability to carefully proof all work and use proper grammar, spelling, syntax, punctuation, and sentence structure.

## **PHYSICAL REQUIREMENTS**

While performing the duties of this job, the employee is regularly required to talk and hear and use hands and fingers to operate a computer and telephone. This position requires sitting for long periods of time and requires the ability to lift 20 pounds. This position requires the ability to stand, pull, and reach for various items of different weights and varying degrees of height. The ability to work nights and weekends is required. The ability to travel as requested on occasion is required. Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions of the position.



## **EQUAL EMPLOYMENT OPPORTUNITY**

IntraSpectrum Counseling is proud to be an Equal Employment Opportunity employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability or other applicable legally protected characteristics.