



Social Media/Marketing Internship Job Description

Primary Function

The primary function of the marketing/social media intern would be to assist the Social Media Consultant/Writer in the performance of social media, marketing and blog writing projects as determined and directed by the Consultant or Clinician/Owner.

Duties & Responsibilities

- Research topics that are relevant to Mental Health in the Black community for blog posts. Topics include, but are not limited to: Depression, Anxiety, Perspectives of Counseling/Therapy, Medication, Mental Health resources and more.
- Assist with the creation and publishing of at least 2-3 blog posts each month.
- Perform social media market research
- Assist with the creation of 12-15 posts for each platform.
- Monitoring current events related to counseling/mental health issues
- Preparing resources for future social content and current events
- Looking up answers to inquiries and requests submitted on social media channels

Knowledge, Skills, and Abilities

- High degree of organizational skill and problem-solving ability; specifically the ability to work as a self-starter.
- Resourcefulness in finding information and answers from within and outside the practice without prompting or micromanagement; a “consummate” self starter.
- Respect for details; ability to execute accurately at a high level without excess supervision.
- Ability to prioritize/execute to achieve desired company and project goals with prudence and sense of urgency.
- Some experience in GoDaddy, Canva, Trello and Social Media Platforms, such as Facebook, Twitter, Instagram, TikTok, LinkedIn and Pinterest.
- Excellent writing skills
- General computer skills including Microsoft Word, Excel, PowerPoint.
- Participates in scheduled supervision and administrative team meetings.
- Knowledge of HIPAA and other compliance policies.



Mautez Bethel, LCPC, NCC, Board Approved Clinical Supervisor

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Requirements

- Must be registered in a 2-year or 4-year university in Healthcare Administration, Business Administration, Public Health or closely related field.
- Must be able to commit to at least 15 hours/week
- Reliable Internet Access
- Customer Service Experience
- Motivated, Upbeat, and Willing to Learn
- Able to Pass Background Check



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