Mind&Melody is a nonprofit organization implementing interactive music programs at healthcare facilities for people experiencing Alzheimer's. We bring live performances, we teach the basics of music theory, and we have created a color-coding system that helps our participants play sheet music and create their own music.

We are a team of individuals dedicated to helping minds find their melody through music! Over the past two years, we have established 5 chapters of Mind&Melody across Florida at FIU, FAU-Boca, FAU-Jupiter, UF & FSU. We currently have 10 Mind&Melody programs running statewide and we are looking to create at least 10 more programs in the next year!

So if you want to be part of carrying out this vision and are excited about helping people through music, this marketing internship was made for you! You will be able to apply your knowledge of marketing to help bring more programs to individuals that could benefit from it the most.

Marketing Intern - Job Description Mind&Melody
Jan - May 2017

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Marketing Intern.

**Objective:** The Marketing Intern will be responsible for assisting the organization in the development and implementation of its marketing & business development plans. This will be accomplished through developing, maintaining and expanding marketing channels to the professional community, healthcare professionals, senior industry and the public at large. The intern will be responsible for identifying, defining, and developing funding sources to support existing and planned program activities as well as coordinating the development, writing, and submission of grant proposals to third-party entities.
Reports to: Vice President

Primary Responsibilities (including, but not limited to):

- Assist with business development and marketing strategy.
- Assist with recruitment visits to high schools, college, music organizations in the community in order to increase number of volunteers.
- Assist with the development of monthly newsletter and disseminating press releases.
- Arrange meetings/presentations of Mind&Melody services at hospitals, nursing homes, assisted living with rehabilitation or respite care, doctors’ offices and other health providers.
- Attend conferences & networking events representing Mind&Melody.
- Develop marketing campaign to obtain instrument donations.
- Develop marketing tools including, direct mail, print ads, brochures, internet, social media.

Skills Needed:

- Background in Marketing, Communications, Sales, Recruitment and/or other related disciplines.
- Basic graphic design
- Strong verbal and written communication skills.
- Strong presentation and public speaking skills.
- Ability to work independently and as part of a team.
- Must have excellent organizational skills, attention to detail, and the ability to adapt quickly in a changing environment.
- Creative and Flexible.
- Proactive problem prevention and issue resolution leadership ability.
- Interest in nonprofit management and community development.

Please contact and send resumes to:
Lauren Koff, Vice President & Co-founder
Mind&Melody
lauren@mindandmelody.org
(772) 233-6839
www.mindandmelody.org
I understand that this is a general, not fully inclusive list of those duties I might be asked to be engaged in. I agree that I will check with Mind&Melody management if I am unsure about my responsibilities. I have thoroughly read and understand the duties of this position description.

__________________________________                             ________________
Intern Signature                                                                        Date

___________________________________                            ________________
Mind&Melody                                                                            Date

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