



PR/Marketing Internship Application Process

1. Fill out Internship Application and collect one brief Letter of Recommendation from a previous instructor in the field. You are encouraged to submit a resume with your application.
2. Return the application packet by the application deadline to Dawn Schuller at Seasons HomeCare 3217 B. Stelhorn Road Fort Wayne, IN 46815
3. If your qualifications and availability meet the needs of Seasons HomeCare, the internship coordinator will call you to set up an interview.

Personal Information

Date: / /

| | | | |
|----------|-------|-------|---------|
| Name: | | | |
| Address: | | | |
| Phone: | Home: | Work: | E-Mail: |

Education

| Institution | Degree (or projected) | GPA |
|-------------|-----------------------|-----|
| | | |
| | | |

Applicable Courses Taken

| Course | Instructor | Date (and institution if not SLCC) | Grade |
|--------|------------|------------------------------------|-------|
| | | | |
| | | | |
| | | | |

Work History

| Employer | Position | Dates of Employment |
|----------|----------|---------------------|
| | | |
| | | |
| | | |

Please describe previous PR/Marketing experience (can include class projects), both formal and informal:

| |
|--|
| |
| |
| |
| |
| |

Signature of Applicant: _____ Date: / /

| |
|--|
| <p>Please return to: Dawn Schuller, Seasons HomeCare, 3217 B. Stellhorn Road, Fort Wayne, IN 46815</p> |
|--|

Please complete the following information above the line. You may return this recommendation form with your application or your reference may send it to

Dawn Schuller, Seasons HomeCare, 3217 B. Stellhorn Road, Fort Wayne, IN 46815

| | | | |
|----------|-------|-------|--------|
| Name: | | | |
| Address: | | | |
| Phone: | Home: | Work: | Email: |

To the Recommender:
The above named individual is applying for a Marketing internship position Seasons HomeCare. The requirements for this position are outlined on the back of this form. Considering the job description on the back of this page, why do you think this student should be hired as a Seasons HomeCare PR/Marketing intern? (Please use the space below or a separate page.)

Recommender: _____

Phone/Email: _____

Relationship to Applicant: _____

Date: / /

Superstar Marketing and PR Intern Wanted!

Description

Internship Description

Seasons HomeCare was founded to serve as a comprehensive alternative to a nursing home or assisted living facility for seniors. Our constant mission to provide the highest quality, most reliable home care service has allowed us to successfully operate one of Northern Indiana's preferred brand in home care while maintaining an intimate and personal rapport with each of our clients.

We are looking for a superstar marketing intern for this summer/fall. This is a great opportunity for someone looking for an internship with a lot of responsibility.

Hours: 12-15 hours per week. We are flexible with days and times.

Qualifications:

- Experience and/or a desire to learn about social media
- Experience in basic sales or marketing preferred
- Organized and able to multi task
- Strong writing skills
- Willingness to take ownership of projects
- Outgoing and fun!

Responsibilities:

- Help with overall marketing strategy for Home Care Assistance
- Conduct general research for advertising and marketing projects
- Help with social media strategy, including updating Twitter & Facebook
- Build media lists, identify editorial calendar opportunities, edit press release and pitches, etc.

What you will learn from working with us:

Substantial experience web strategy, development and working knowledge of social media.

A good understanding of public relations, what it is and how to build and execute effective campaigns on the local and national level.

The ability to create and implement marketing strategies, both in traditional and online venues.

Exposure to a new, growing industry, senior health care.