



## **Marketing & Communications Internship**

### **About the Organization**

Sukoon Healing of the Minds is a nonprofit dedicated to fostering holistic well-being within the Muslim American community in greater Minnesota. Through specialized programming, awareness initiatives, and accessible resources, our mission is to promote mental wellness while bridging gaps in culturally informed mental health services. We envision a society where Muslim Americans can access comprehensive mental health support without fear or judgment, cultivating a culture of understanding, support, and resilience.

### **Purpose of Role**

The Marketing & Communications Intern will be responsible for the planning, development, and implementation of the organization's marketing, communications, and public relations activities with the objective of enhancing Sukoon's brand visibility, engaging the broader Minnesota community, and effectively communicating our mission and services with the goal of expanding reach and increasing utilization.

### **Roles & Responsibilities**

- Support the organization's marketing initiatives with planning, executing, and tracking of marketing programs such as digital marketing, social media, and content marketing.
- Develop and implement an integrated strategic communications plan to advance brand identity, broaden awareness of the Sukoon Helpline and the organization at large.
- Develop social media content and design printed materials, email communications, and newsletters.
- Prepare photography and other media for publication and maintain a digital media library.
- Manage website updates, including maintaining the integrity of website content and structure.

### **Skills & Requirements**

- Pursuing a degree in marketing, communications, media, or a relevant field.
- Advanced knowledge of social media, digital, and email marketing.
- Experience with graphic design and website management. Proficiency in Canva is a plus.
- Self-motivated and able to work with minimal oversight.
- Outstanding verbal and written communication skills.
- Excellent time-management, organizational skills, and project management skills.
- Detail-oriented with strong analytical skills to analyze metrics and create reports.
- Passion for mental health advocacy and community support.

### **Internship Compensation and Schedule Details**

Approximately a 3-month commitment. 12-15 hours/week, hybrid. \$500 stipend.

**To Apply:** Email cover letter and resume to [info@sukoonhealingoftheminds.org](mailto:info@sukoonhealingoftheminds.org)