



**COMMUNICATIONS & MARKETING INTERN
DIVISION OF PUBLIC HEALTH
CITY OF WORCESTER**

The City of Worcester is seeking qualified applicants for a **Communications and Marketing Intern** in the Division of Public Health. The Worcester Division of Public Health (WDPH) seeks a motivated and creative graduate-level intern to develop a comprehensive Marketing and Communications Strategic Plan that strengthens the Division's visibility, promotes community engagement, and supports the advancement of public health initiatives across the region.

The intern will work closely with WDPH leadership and program staff to assess current communication practices, identify opportunities for improvement, and design an actionable roadmap to enhance internal and external messaging, branding, and outreach.

Bilingual applicants are encouraged to apply.

This internship is available for academic credit or experience.

Spring Semester 2026

ESSENTIAL ELEMENTS:

- Conduct a Situational Analysis
- Engage Stakeholders
- Develop Strategic Goals and Objectives
- Design Communication Tools and Templates
- Present Findings and Final Marketing and Communications Strategic
- Optional: design mock-ups or sample communication materials

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong research, writing, and analytical skills Familiarity with public health concepts, government communications, or community engagement preferred
- Ability to work independently and collaboratively with diverse stakeholders
- Experience with marketing strategy, digital communications, or branding a plus

MINIMUM REQUIREMENTS:

- Graduate student in Public Health, Communications, Marketing, Public Administration, or related field

PREFERRED QUALIFICATIONS:

- Experience with marketing strategy, digital communications, or branding a plus