**myStrength, Inc**

Position Title: Marketing Intern

Address: 1875 Lawrence Street, Suite 550

City: Denver

State: CO

Zip: 80202

Paid Position: Yes

Deadline to Apply: February 16, 2018

**Overview**

myStrength, Inc. is a recognized leader in digital behavioral health. myStrength greatly enhances traditional care models, while addressing issues of cost, lack of access, and stigma, to deliver mental health and well-being resources at scale. Our platform targets the most prevalent and costly behavioral health conditions ─ empowering consumers with innovative self-care resources to manage and overcome challenges with depression, anxiety, stress, substance use disorder, chronic pain and sleep. myStrength’s evidence-based resources offer digital interactive exercises, eLearning modules and daily wellness inspiration, personalized to each user. myStrength collaborates with more than 140 health plans, integrated health systems, EAPs, disease management providers, managed and community behavioral health providers, strategic alliances, ACOs and FQHCs. For more information, please visit [www.myStrength.com](http://www.myStrength.com)

**Describe the value of the proposed Internship to the Agency/Firm**

Our company is continuing to expand its user and customer base, and we need your assistance to support parallel growth in marketing, communications and content needs. This position will focus on both B2C and B2B communications in the digital behavioral health space, including developing email, blog, social and related content. We will also look to this role to support Marketing strategy, planning and execution of various campaigns and projects.

**Describe the value of the proposed Internship to the Intern**

You will work closely with our Senior Marketing Manager to accomplish a variety of assignments across customer relationship management, business development, internal communications, and partner campaigns. You will also liaise with the executive team as well as product development (web and mobile) at myStrength. This position offers insight into many aspects of the business – from technology and value proposition development, to enabling sales and partner success.

There is a lot of writing involved in this internship – including both content aimed at the end users of the myStrength application as well as pieces geared towards our customer organizations (behavioral healthcare providers, insurance organizations, hospital systems, employee assistance programs, etc.). For many projects, you’ll coordinate across multiple groups within the myStrength team (including remote employees), so you’ll gain valuable experience in project coordination and communication.

Responsibilities and work experiences may include:

* Content and campaign planning, production, organization and reporting; including the development of web, social, email, presentation and print collateral
* Positioning and brand management, including managing and executing design standards
* Partner/customer marketing support, including custom toolkit, collateral and campaign development
* Supporting strategic outreach via audience segmentation efforts, as well as data hygiene responsibilities
* Marketing and Business Development analytics, such as email performance reporting
* Assist with Business Development projects including digging

**Preferred and Required Skills**

Experience with the Microsoft Office suite is required. HTML/CSS knowledge related to email and web development as well as Adobe graphic design skills are preferred, but not required – if no previous experience in these areas, intern will receive on-the-job training. Our ideal candidate also offers:

* Good communication – both written and oral
* Ability to be flexible and manage multiple projects at one time
* Self-motivated and able to work independently with limited supervision
* Reliable, on time, and focused while at work
* Eager to learn and excited about working in a small, fast-growing, tech-based company
* Ability to be in downtown Denver during normal business hours

**Other Information:**

With the commitment and drive you bring to the workplace, you will be part of a team that is changing behavioral healthcare and helping millions of people live healthier, more fulfilling lives. Plus, we’re smart, authentic and fun to work with. Join us and make a difference. Our office is located in downtown Denver, CO with great views of the mountains. Oh yeah, we also have a stocked fridge and great snacks.

Please address cover letter to:

Rebecca McIlwaine

myStrength, Inc

1875 Lawrence Street, Suite 550

Denver, CO 80202