



Job Title: Internship – Marketing Support
Reports: Brand & Content Strategy Manager
Department: Marketing

FLSA Status: Non-exempt
Pay Rate: \$18.00/hour

Summary /Overview: The Marketing intern will be part of the Access Health CT Marketing Department Team. They will learn about our mission, values and how the Connecticut Marketplace, Access Health CT (AHCT), was created by the Affordable Care Act (ACA) to serve as an online tool for Connecticut consumers to purchase health and/or dental insurance. AHCT is a quasi-public agency guided by federal regulations and supported by the Connecticut Legislature and other elected officials.

This internship will provide the applicant with a variety of tasks that may range from supporting creative and advertising efforts, public relations, social media, ad hoc copywriting and content development for the blog and other channels, market research, analysis and reporting, support for in-person activations, group work and presentations. This position reports to the Brand & Content Strategy Manager.

This internship will run from June 3 to August 13, 2025.

As a summer intern, you will be an integral part of a collaborative project that brings together diverse talents and perspectives. Throughout your internship, you will work alongside fellow interns and team members, participating in regular meetings to discuss progress and share ideas. You will also have the opportunity to present your project to the Senior Leadership Team at the end of the summer, showcasing your contributions and insights. Additionally, you will be paired with an internal mentor who will provide guidance and support throughout your internship, helping you develop valuable skills and gain meaningful experience in a professional setting.

Essential Duties and Responsibilities

- Attend all workshops and team training.
- Participate in collaborative work with other interns in the summer 2025 cohort, including a group project and presentation to the Senior Leadership Team.
- Attend regular check-in meetings with mentor/sponsor.
- Assist in the development and evaluation of creative briefs and concepts to support Open Enrollment marketing and advertising efforts.
- Assist in the preparation for the annual media day event that inform our local media and help our media buying vendor prepare the Open Enrollment media plan.
- Observe focus groups in real time, or recordings, and document lessons learned for continuous optimization.
- Draft content via emails, informative blogs and other channels as needed.
- Assist in the development of media lists to support public and media relations outreach, including research of relevant, local beat reporters and general assignment media contacts.
- Conduct public relations and social media SWOT analysis and present to Marketing team.
- Conduct news scanning and clipping.
- Research creative news hooks for public relations efforts, including participation in quarterly pitch meetings.

- Research editorial calendar opportunities for potential earned media placements and award entry opportunities.
- Review documents for proofing and editing purposes, informed by the brand style guide.
- Participate in vendor status calls and recap next steps.
- Attend and support Health Equity & Outreach Team with in-person and virtual events, such as regional planning meetings, attending tabling events and Healthy Chats.
- Brainstorm and recommend actionable ways to engage with hyperlocal communities to reduce health disparities.
- Other duties as required.

Requirements

- Currently enrolled college student entering junior or senior year.
- Available to work June 3 through August 13, 2025.
- Available to work full time, 24 - 40 hours per week.
- Available to work in the Hartford office on Tuesdays and Wednesdays, remote days are Monday, Thursday and Friday.
- Available to attend events as needed, sometimes during the evening or weekend.
- Self-directed and highly responsive to team requests.
- Able to meet deadlines.
- Strong written and verbal communication skills.
- Thorough knowledge of MS-Office Suite (Word, Excel, PowerPoint, Access).
- Strong attention to detail.
- Ability to juggle multiple and varied tasks.
- Demonstrated interest in insurance or healthcare industry; pursuing a degree in Marketing, Advertising, Journalism, Public Relations, Graphic Design, Web Development or other related areas of study.

Physical Demands: the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, use hands to type data, and utilize a phone or other electronic communication devices. This employee may occasionally have to operate business machines, lift/transport promotional materials for external outreach events. Specific vision abilities required in this job include close vision and the ability to adjust focus.

Work Environment: this role will be performed in-office on Tuesdays and Wednesdays and remotely the rest of the work week. The noise level in the work environment is usually low. May require occasional travel within CT to Outreach events.

Access Health CT is an EEO and Affirmative Action Employer