



Carolyn's Place

PREGNANCY CARE CENTER

137 Grandview Avenue Waterbury CT 06708 203.597.9080 www.carolynsplace.org

Summer Marketing Intern – Brand Implementation Coordinator

Job Description

Ministry Purpose: This position plays a significant role in achieving the religious mission of the center and, thus, has a ministry purpose.

Qualifications:

1. Affirms and abides by the center's statement of faith, mission statement, and code of conduct.
2. Demonstrates dependability, stability, and capability of committing to responsibilities and duties.
3. Expresses a desire to reach at-risk patients considering abortion.
4. Believes in the sanctity of all human life from the moment of conception through natural death.
5. Expresses a sincere, mature faith and can disciple those they supervise.
6. Possess a track record of the ability to carry out responsibilities with little or no supervision.
7. Ability to communicate clearly, particularly in writing.
8. Undergraduate Coursework in Marketing, Business, Communications or Related Field
9. Can provide two positive references from faculty, advisor, clergy or employer.

Reports To: Executive Director

Time Commitment: 10-12 Hours Weekly, some work can be done remote. Date frame is early June until mid-August. Interns are allowed to take vacation within their internship period. Candidate should live within 80 miles of Waterbury Connecticut, which is accessible from the Metro-North Rail System (NYC).

Responsibilities & Duties: The summer marketing intern will be responsible for implementing a pre-developed rebrand for Carolyn's Place Inc and a soon-to-open ultrasound clinic which will have its own brand. These duties will be advised and mentored, and in many instances, collaborated, under the direct supervision of the Executive Director.

Rebrand

1. Collaborates with print vendors on the production of marketing materials for both client and supporter - facing brands, utilizing standards from the new brand kits.
2. Updates printed materials and stationery for general use.
3. Updates social media accounts and selected organization documents with new brand facets such as font and logo. Assure visible former brand facets have been retired.
4. Develops a proposal for updates to signage and participates in the implementation process.
5. Creates and manages a process to reface 3200 donation collection bottles utilizing available volunteer resources.

Public Relations / Communications

1. Develops press releases for new ultrasound clinic for community publications and local church communications.
2. Produces content with new brand facets for social media as time allows.
3. Provides information about new program services to local churches, social service programs, and relevant medical providers through personal visits.

How to Apply

Interested candidates should send a cover letter and resume to John Lynch, Executive Director at John.Lynch@carolynsplace.org Deadline to apply is May 23rd, 2025.

This unpaid internship provides a unique opportunity to gain experience in a rebranding process.