

Behavioral Health: Marketing & Advertising Internship

Organization: Team Cadence

Partnering Organizations: Just Me Podcast, LLC and Journeys Counseling Center, PLLC

Location: Hybrid / On-site (3405A W. Wendover Ave., Greensboro, NC 27407)

Job Summary:

As a Marketing and Advertising Specialist, you will be responsible for developing and implementing advertising strategies to promote products/services, increase brand visibility (brand is already created), and attract new customers for three different businesses that are focused on psychology, social work and public health. You will work closely with the management team to create engaging advertisements, designs, marketing strategies, email solicitation and funding sources to increase capacity building.

Skills:

- Knowledge of marketing principles, advertising and public relations
- Strong written and verbal communication skills
- Ability to work independently and manage multiple projects simultaneously
- Creative thinker with a keen eye for design and attention to detail
- Strong problem-solving skills and the ability to adapt to changing priorities
- Familiarity with: Canva, Excel Spreadsheets, Google/Microsoft, Social Media Platforms (ie. Instagram, Facebook, Twitter, TikTok, etc), Patreon, ChimpMail, (other email marketing best practices is a plus)
- Digital Designs (ie. emails, flyers, etc)

Key Responsibilities:

- Develop, implement, and manage advertising campaigns to promote products/services across various channels (e.g., social media, email, website, print, etc.).
- Assist with maintaining and updating websites and email advertising campaigns
- Create engaging content, including graphics, videos, for use in marketing campaigns and on our website and social media platforms
- Identify funding sources (ie. grants, sponsorships, etc)
- Work with external/community vendors (e.g., graphic designers, printers, advertising agencies) to produce marketing/advertising materials as needed.
- Collaborate with the management team to develop marketing strategies that align with business goals and objectives.

How to Apply:

Submit the following:

- Resume
- Cover letter describing interest in the internship
- Any relevant academic or professional work samples (optional)

Company Overview:

Team Cadence, is a for-profit business. Team Cadence believes that healthier communities begin with stronger individuals, connected organizations, and purpose-driven leadership. Through consulting, training, workshops, and community-centered solutions, we help organizations strengthen leadership, improve well-being, foster connection, and build healthier cultures. Our work supports schools, businesses, nonprofit organizations, faith communities, and community groups seeking practical strategies to improve engagement, resilience, and overall wellness.

Just Me Podcast, LLC serves as the official podcast platform of Team Cadence. Through meaningful conversations, expert insights, and community-focused discussions, each episode connects listeners to resources, programs, workshops, and consulting solutions that support healthier individuals, stronger organizations, and thriving communities.

Journeys Counseling Center, PLLC is a for-profit behavioral health agency that provides intensive outpatient treatment for children, adults and families. Services are rendered by licensed independent practitioners specializing in a range of therapeutic techniques. Journeys Counseling Center offers mental health services to promote individual growth and psychological health.

Applications should be sent to: movingforward@teamcadencegroup.com