

## Creative Copywriting Marketing Intern, Healthcare - Irvine, CA

Maricich Health, a leading brand development, advertising and marketing communications agency located in Irvine, CA, seeks a creative/copywriting intern with the ability to create a brand voice and content for ads, websites and brochures for an approximate three-month engagement. The copywriter must be a balanced thinker, using both left and right brain to develop engaging advertising copy and other content for a variety of healthcare audiences including consumers, physicians and internal/external stakeholders. The copywriter will report to the creative director but will be expected to work independently and provide a range of high-quality copy in alignment with creative briefs and established strategies. The candidate must have samples that show experience making technical, medical brand, product line and service line copy interesting, accurate, understandable and emotionally engaging for consumers.

### Job Description:

- Writes well-written, compelling, persuasive and error-free copy for various projects to support branding and marketing product/initiatives preferably across a variety of healthcare and health-related clients (hospital service line marketing experience is a plus).
- Collaborates with creative, account services, production and extended team members
- Works well in a team environment and collaborates conceptually with all team members on strategic, high-profile copy
- Ensures copy is on strategy and accurate
- Adheres to ever-changing deadlines while consistently delivering accurate rounds of revisions
- Determines the most effective creative hooks and creates unique selling propositions
- Manages projects through multiple rounds of approvals and edits
- Can digest technical content to give it life
- Is receptive to feedback and can meet and manage requests/objectives with a positive attitude, while staying true to creative voice and direction
- Assists in agency marketing projects as needed
- Has strong interpersonal and communication skills.

### Requirements:

- Working toward a B.A. degree in journalism, communications, creative writing, English or related degree from a four-year college or university is preferred
- Ability to think conceptually and make connections between potentially unrelated items to deliver novel and emotionally impactful content
- Ability to match writing styles
- Strong grammar/spelling skills
- Has excellent organizational, multi-tasking and coordination skills with the ability to thrive in a high-energy, fast-paced and deadline-driven environment
- Ability to manage multiple projects successfully under a tight deadline

- Experience performing exceptionally with both sides of the brain, generating effective, award-winning ideas
- Proficient with Microsoft Office Suite
- Strong interpersonal and communication skills
- Healthcare advertising agency experience a plus

### **About Marlicich Health:**

Marlicich Health is a dynamic healthcare branding, advertising and marketing communications agency known for our transformative strategies, ideas and creative executions for integrated branding and marketing campaigns. Our team is one of the big consumer brand/agency veterans freed to do what we do best. We have a close-knit culture that's a great fit for smart, collaborative, proactive individuals who enjoy being hands on and making things happen. Located in Irvine, CA, we are in one of the most beautiful climates in the world and a stone's throw from the beach and great hiking/biking trails.

Our work centers on major brands across the healthcare ecosystem including health systems, medical groups, payers and others. We are outstanding at leveraging the challenges of today's changing medical marketplace into opportunities to help our clients not only gain market share but improve the health and quality of life of more patients in the process. We are consistently recognized for our client outcomes by our peers and colleagues in the healthcare and medical industries. This includes best-in-shows, delegates choice and multicultural awards by a variety of competitions including Healthcare Ad Awards, Healthcare Marketing Impact Awards, ADDYs, Tellys and MM&M.

We are proud of our history as an agency that has led several multicultural ad campaigns, and we strongly encourage applications from students of all ethnic and cultural backgrounds. Our dedication to diversity and inclusion is a cornerstone of our values. We invite you to join us, bringing your unique experiences and insights, to contribute to our diverse and dynamic team.

### **Position Details:**

- **Job Title:** Creative Copywriting Marketing Intern, Healthcare
- **Position Type:** Internship
- **Work-Study program:** No

### **Location Requirements:**

- **Location Type:** Onsite
- **Onsite Location:** Irvine, California, United States

### **Time Requirements:**

- **Schedule:** Part time
- **Employment Duration:** Temporary or seasonal

- **Estimated Start Date:** 5/20/2024
- **Estimated End Date:** 8/16/2024

**Compensation and Benefits:**

- **Expected Pay:** \$15-20 USD per hour
- **Perks:** Career Development

**Candidate Qualifications:**

- **Work Authorization:** This job requires US work authorization.
- This job is open to candidates with Curricular Practical Training (CPT) and/or Optional Practical Training (OPT).
- **School Year:** Junior, Senior, Masters, Master of Business Administration, Second Year Community / Technical College, Alumni
- **Latest Graduation Date:** N/A
- **Major Groups:** Business Entrepreneurship & Human Resources, Marketing, Communications, Journalism, Communication & Media Studies, Advertising, Digital Communication, Documentary/Film, Public Relations, Radio, Television, Media, Humanities & Languages, English, Creative Writing, Linguistics, Comparative Literature

**Application Process:**

- **Application Open Date:** Now
- **Application Close Date:** 4/30/24
- **How will candidates submit their applications:** On Handshake or by emailing georgi@maricich.com.
- **To apply:** Please submit a cover letter addressing your experience relative to the requirements outlined above. Also include your resume, availability, and either a link to a webpage showing your writing portfolio or three to five writing samples in PDF format. Start and end date of the internship is flexible based on the applicant's academic calendar. The internship will consist of between 16-20 hours a week. We can accommodate based on individual needs to help support classes/other work commitments taking place during the three-month engagement.