



**ACCLAIM AUTISM**



## Digital Marketing Intern

We are seeking a Marketing Intern to join our marketing team and help drive our content and organic initiatives. performance-driven marketing, where content creation is directly tied to analytics, testing, and continuous improvement. You will support the development of high-impact content while helping identify strategies that improve engagement and SEO (Search engine optimization) visibility.

### About Acclaim Autism

Acclaim Autism provides high-quality, scientifically-driven ABA Therapy services to families and children impacted by Autism Spectrum Disorder (ASD). We specialize in comprehensive home-based ABA programs, supported by a culture of feedback, growth, and technology that simplifies work so our team can focus on helping families.

### Duties

- Write and produce content SEO-focused blogs, newsletters, case studies, and social media content.
- Edit and create short-form videos (Reels, Shorts, LinkedIn) optimized for high engagement.
- Create graphics, visuals, and short-form videos using tools like Canva or Adobe Creative Suite.
- Research social media and search trends to uncover content opportunities while upholding the voice and integrity of our brand in behavioral health communications.
- Provide recommendations to improve engagement, reach, and SEO visibility.
- Track and analyze content performance (engagement, traffic, conversions) and recommend improvements.
- Test and iterate content strategies based on performance insights (e.g., headlines, formats, topics).
- Assist in planning and executing multi-channel marketing campaigns.
- Assist with email marketing in Mailchimp, including newsletters and performance tracking.
- Support paid campaign tracking in Facebook Ads and contribute to reporting on ROI.
- Support content strategies aligned with SEO and emerging answer engine optimization (AEO) best practices.
- Perform other duties as assigned.



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## Requirements

- Currently enrolled in a Master's program in Marketing, Business, Data Analytics or a related field.
- Interest in data-driven marketing, content strategy, and digital design.
- Strong writing, visual storytelling, and communication skills.
- Familiarity with Canva, Photoshop, Illustrator, or other design tools.
- Experience with social media platforms (LinkedIn, Instagram, YouTube).
- Familiarity with analytics tools (Google Analytics, platform insights) is a plus.
- Exposure to email marketing (Mailchimp) or digital advertising (Google Ads, Facebook Ads) is helpful but not required.
- Organized, detail-oriented, reliable, and able to work independently.
- Must pass all required background and clearance checks.
- A creative portfolio showcasing past work (e.g., blogs, videos, social posts, or design assets) is encouraged but not required.

## What You'll Gain

- Hands-on experience in digital marketing, organic content strategy, and design.
- Opportunity to connect content creation with measurable results (engagement, traffic, conversions).
- Mentorship and training in digital marketing tools and best practices.
- Opportunity to build a professional portfolio with published content.
- Exposure to a mission-driven organization making an impact for families.
- First-hand experience in the behavioral health industry, with insight into autism services and advocacy.

We are an equal opportunity employer. We do not discriminate against applications, including discrimination on the basis of race, color, religious creed, disability, ancestry, national origin, age, sex or other.