



## Communications Placement at APNC

Addiction Professionals of North Carolina (APNC) empowers our prevention, harm reduction, treatment, and recovery professionals to thrive in their practice. The unrelenting addiction epidemic and North Carolina's evolving continuum of care require deliberate education and vigilant advocacy. APNC is a 501(c)(6) nonprofit organization, leading the movement to transform NC's systems of care into a culture that promotes wellness for individuals with substance use disorder, their families, and their communities.

You'll see communications theories in practice and be part of creating and disseminating messaging on innovations in treatment and pertinent legislation and policy. You'll help eliminate the stigma around substance use and mental health and help to develop, create, and implement campaigns.

### Daily Opportunities:

- Help develop and implement innovative communications strategies
- Help develop policies and procedures for internal & external communications
- Fully support organization's communications strategy and execute it in different phases
- Create and curate engaging content for social media, newsletters, blogs, and other APNC campaigns
- Assist with various PR initiatives
- Track and analyze communications data
- Build and update media lists and databases
- Perform research and market analysis activities
- Research industry trends and stay up-to-date on current events
- Draft copy for a variety of marketing materials
- Other duties as assigned

APNC internships do not require a background check and you do not have to pay for parking. The position will be 75%-100% remote/virtual, unpaid and will vary between 10- 20 hours per week, depending upon student needs. Personal vehicle travel for business is not expected. APNC needs a self-starter who is eager to jump right in! Interested students should **email their resume and cover** letter to Ariel Keener, [akeener@apnc.org](mailto:akeener@apnc.org).

*APNC is creating a healthier North Carolina by connecting addiction professionals and communities.*

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