



Brand Story & Marketing Strategy Intern (Co-Owner Track)

REMOTE | Fall 2025 Intern (10 Weeks)

Stipend: \$1,800 provided by the Institute for Leadership and Social Impact (ILSI) at Georgia Tech

Maternal World Health (MWHO) is entering a bold new chapter in our movement to restore dignity and wholeness to mothers navigating crisis, transition, and healing. We are seeking a purpose-driven **Brand Story & Marketing Strategy Intern** to co-create a powerful narrative that drives awareness, advocacy, and sustainable growth. This is not just an internship—it's an opportunity to become a foundational voice in shaping our message and movement.

As part of our **Co-Owner Track**, interns are invited to contribute beyond typical internship roles—bringing vision, innovation, and leadership to real-world strategy. Your work will shape the voice of Maternal World Health and help us build a recognizable, mission-aligned brand that connects deeply with mothers, donors, and changemakers across the globe.

What YOU'LL Lead:

1. Brand Story Development:

- Co-develop our origin story, messaging pillars, and narrative assets for donors, press, and the community.
- Translate our mission into powerful language, visuals, and emotional connection points.
- Interview community members and stakeholders to amplify authentic stories of transformation.

2. Marketing Strategy & Campaign Planning:

- Design and test marketing strategies across digital channels to increase awareness and build our online village.
- Develop an engagement roadmap for our "Founding Mamas" crowdfunding campaign.
- Assist in the development of downloadable resources, email flows, and donor/partner communications.

3. Community-Building Content Creation:

- Design and schedule content across Instagram, Facebook, YouTube, and email.
- Co-create a storytelling calendar aligned with our values and impact goals.
- Support digital event promotion, brand collaborations, and campaign launches.

What YOU Bring:

- A passion for maternal health, equity, and social change.
 - A gift for storytelling, design, or community engagement (we love creatives and changemakers).
 - Strong writing, communication, and research skills.
 - Experience or interest in brand marketing, digital strategy, public relations, journalism, nonprofit comms, or similar.
 - Familiarity with tools like Canva, Google Workspace, Instagram, Meta Suite, or ConvertKit is a plus.
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What WE Offer:

- **Co-Ownership Approach:** You're not just executing—you're helping build the foundation of something bigger. Your vision matters.
 - **Mentorship & Creative Freedom:** Work side-by-side with our founder Britt Samuels and trusted creatives to bring strategy and storytelling to life.
 - **Flexible & Remote:** We value your time and energy. Work on your schedule, from anywhere.
 - **Real-World Impact:** Your work will reach real mothers, fund real change, and contribute to life-saving resources.
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Check us out:

🌐 Website: maternalworldhealth.org 📱 Instagram/Facebook: @maternalworldhealth

To Apply:

Email Britt Samuels at britt@maternalworldhealth.org with:

- Your resume
- A brief cover letter telling us:
 1. Why you want to be part of this mission
 2. What skills, experiences, or ideas you bring to the table

This internship is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. Final selection and hiring is contingent on approval from the Bursar's Office. Once approved, the student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of \$1800 which will be paid over the 10 weeks of the internship. Students are expected to work 10 hours a week on average. ILSI will handle onboarding and process stipend payments to the student's Bursar account (2-3 payments during fellowship). Fellows are expected to complete a blog post about their internship experience and participate in one Fellowship event with ILSI