

December 8, 2025



Marketing Intern – Home Instead® (Fayetteville, NC)

Location: Fayetteville, NC

Type: Internship (Part-Time) 10-20 Hours per week

Compensation: Hourly / College Credit (negotiable)

About Us

Home Instead® is the leading provider of in-home, non-medical care for seniors in the Fayetteville region, serving Cumberland, Hoke, Harnett, and surrounding counties. Our mission is to enhance the lives of aging adults and their families through compassionate, personalized care that allows seniors to remain safe, engaged, and independent at home.

We are seeking a motivated, creative, and community-minded **Marketing Intern** to support content development, outreach, and brand awareness across our local footprint.

Position Overview

The Marketing Intern will support the Marketing Director with day-to-day tasks, projects, and community engagement initiatives. This position is ideal for a student interested in marketing, communications, digital media, nonprofit or healthcare marketing, or community relations.

You'll gain hands-on experience in campaign development, social media strategy, business outreach, and event marketing—while making a meaningful difference in our community.

Key Responsibilities

- Assist with developing and scheduling social media content (Facebook, Instagram, LinkedIn)
- Capture photos and short-form videos for digital platforms
- Create marketing materials using Canva or similar platforms
- Support event planning, tabling, giveaways, and community promotions
- Assist with email newsletter content and distribution
- Help maintain and update local community partnerships and contact lists
- Conduct light market research on competitors, trends, and opportunities
- Support campus and community recruitment initiatives
- Represent Home Instead professionally at occasional community events

Qualifications

- Currently enrolled in a college or university program (Marketing, Communications, Public Relations, Journalism, Business, or related field preferred)
- Strong writing, communication, and organizational skills
- Creative thinker with an interest in storytelling and design

Eriken, LLC. d.b.a. Home Instead of Pinehurst

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- Comfortable engaging with the public and representing our brand
- Basic familiarity with social media platforms (especially Facebook & Instagram)
- Experience with Canva, video editing, or content creation is a plus (but not required)
- Must be reliable, proactive, and eager to learn

What We Offer

- Flexible scheduling (10–20 hours per week; hybrid options possible)
- Real-world experience in marketing, branding, community engagement, and healthcare communications
- Mentorship and skill building with senior leadership
- Resume-building portfolio pieces and hands-on campaign work
- Opportunity to make a meaningful impact in the community
- Potential for extended internships or employment

Ideal Candidate

You are enthusiastic, driven, and ready to jump into a fast-moving, purpose-driven team. You enjoy people, have an eye for creativity, and want real-world experience—not just busywork.

How to Apply

Please send the following to: Ashley.Baker@HomeInstead.com: Resume & a Brief letter or paragraph about your interests and availability

About Our Culture

At Home Instead, we believe seniors deserve exceptional care—and the families who support them deserve compassion and partnership. Our team is warm, collaborative, mission-focused, and values creativity, kindness, and excellence.

Equal Opportunity Statement

Home Instead® is an independently owned and operated franchise and an equal opportunity employer. We welcome applicants from all backgrounds.