

## Creative Copywriting Marketing Intern

Maricich Health 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.

**Maricich Health** is a dynamic healthcare branding and integrated marketing agency known for our transformative strategies, innovative ideas, and creative executions. Our team is led by big-brand and big-agency veterans focused on driving impactful work that helps our clients grow while supporting more patients and stakeholders in the process. We foster a close-knit culture that attracts smart, collaborative, proactive individuals who thrive on hands-on work and making a meaningful difference.

We work with major brands across the healthcare ecosystem, including health systems, medical groups, payers, life sciences companies, and other industry players. We specialize in turning the challenges of today's evolving medical marketplace into opportunities to not only help our clients gain market share but also improve the health and quality of life for more patients.

### Job Description:

- Write compelling, persuasive, and error-free copy for various projects to support branding and marketing initiatives, preferably across a variety of healthcare and health-related clients (hospital service line marketing experience is a plus).
- Collaborate with creative, account services, production, and extended team members.
- Work well in a team environment and collaborate conceptually with all team members on strategic, high-profile copy.
- Ensure copy is on strategy and accurate.
- Adhere to changing deadlines while consistently delivering accurate rounds of revisions.
- Determine the most effective creative hooks and create unique selling propositions.
- Manage projects through multiple rounds of approvals and edits.
- Digest technical content and bring it to life.
- Be receptive to feedback and manage requests/objectives with a positive attitude, while staying true to the creative voice and direction.
- Assist in agency marketing projects as needed.
- Possess strong interpersonal and communication skills.

### Requirements:

- Pursuing a B.A. degree in journalism, communications, creative writing, English, or a related field 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 and spelling skills.
- 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 tight deadlines.
- Experience generating effective, award-winning ideas using both creative and analytical skills.
- Proficient with Microsoft Office Suite.
- Strong interpersonal and communication skills.
- Experience in a healthcare advertising agency is a plus.

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 20-24 hours a week. We can accommodate based on individual needs to help support classes/other work commitments taking place during the three-month engagement.

#### **Location Requirements**

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

#### **Time Requirements**

- **Schedule:** Part time
- **Employment Duration:** Temporary or seasonal
- **Estimated Start Date:** 5/19/2025
- **Estimated End Date:** 8/12/2025

#### **Compensation and Benefits**

- **Expected Pay:** \$20 USD per hour