

# Understanding your Career Field

## GET FAMILIAR WITH OUR 18 CAREER FIELDS

### #6 Health, Wellness & Sports

#### Why is this important?

Interns who choose a placement within the Health, Wellness, & Sports Management career field will have the opportunity to bring utility to people's lives by helping them overcome a host of health issues, lead active lifestyles, enjoy recreational activities, and more.

#### Benefits of interning

- Interns can expect to get exposed to industry lingo
- Build your professional network
- You will learn how different professional approach problems in practice

#### ☰ Key Skills you may learn

- Account Management
- Building Brand Awareness
- Business Development
- Client Relations and Support
- Event Management
- Market research
- Marketing and Promotion
  
- Product Design
- Project Management
- Research and analysis
- Research Regulations & Standards
- Social Media Marketing
- Stakeholder Support Plans
- Technical Support

#### Sample Future Careers

- Health Educator
- Life Skills Trainer
- Personal Trainer
- Nutrition assistant
- Health Coach

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#### Placement

**Placement:** Health & Wellness Internship @ Linkmate

**Placement Career Field:** Health, Wellness, & Sports Management

**Placement Country:** Australia

**Project 1:** Contribute to the overall digital marketing and partnership strategy by:

- developing ideas which raise awareness of our app and drive app downloads
- developing ideas which raise awareness of our workshops and drive workshop bookings
- developing messages and content which effectively communicate our brand values to users, customers, volunteers and partners

**Project 2:** Work collaboratively with team to design and deliver Linkmate's crowdfunding campaign by:

- writing marketing copy which communicates our vision, describes our intended objectives and how the funding raised will help us accomplish them
- creating a series of "perks" which reward campaign donors appropriately
- developing a strategy which helps us utilise social media channels effectively to roll out the campaign

**Project 3:** Help develop and organize marketing events (e.g. workshops, webinars, etc.) by:

- identifying key challenges faced by the community and constructing an event which addresses them appropriately

Coordinate advertising and promotional activities (social media, direct mail and EDMs) by:

- creating social media content (long-form, short-form, static, dynamic, etc.)
- writing marketing copy for emails which will be used to drive app downloads and workshop bookings

**Please note:** The projects and actual tasks may vary and can be discussed with your supervisor prior to and during your internship.

#### Skills You Will Learn

**General Skills:** Communication skills; Interpersonal skills; Leadership

**NACE Career Readiness Skills:** Critical Thinking/Problem Solving; Digital Technology; Teamwork/Collaboration

**Career Field Skills:** Building Brand Awareness; Marketing and Promotion; Social Media Marketing