@Home Care Services  
Summer Internship

Business need: Our firm needs assistance in the three following areas: 1) Web optimization and further development as necessary (www.ahcscarolina.com); 2) Assembly of existing files based on provided Table of Contents to create a hard copy of our Policies and Procedures manual; and 3) Business Development, including the identification of demographics for a DMDR (Direct Mail/Direct Response) campaign and further development of referral resources in a 4 county area.

Job Description: 1) Individual will possess Web development skills to optimize our firm’s position regarding search engines, and will make necessary changes to content as needed to that end. He/she will work directly with our President in the pursuit of this task; 2) Individual will possess organizational skills to work with disparate files to create a working binder representing our Policies and Procedures Manual. He/she will work at the direction of our CEO on this task; and 3) Individual will possess a marketing/sales acumen to develop a DMDR campaign, working with an external marketing firm (i.e. Fort Mill Times/Rock Hill Herald, My Carolina Town, or another chosen option) to that end, working with and at the direction of our President.

Time frame: This assignment is intended to start as soon as the best candidate is identified, and last through the summer until the individual needs to return to school for the Fall semester. Our firm will work with the individual to develop a mutually suitable schedule, limited to Monday thru Friday.

Priority: The tasks are listed in the order of priority, however our firm feels that they can be worked simultaneously to completion in the given time frame.

Compensation: We are flexible regarding the University’s requirement regarding a paid or non-paid internship.

Applications: A cover letter, resume, and other inquiries should be forwarded to Ken Gray at kgray@ahcscarolina.com for consideration.