

psi overview



## **POSITION DESCRIPTION: Marketing Academy Intern**

**START DATE: September 2012**

### **PSI Overview**

Population Services International (PSI) is the world's leading non-profit social marketing organization.

Our mission is to measurably improve the health of the poor in the developing world by influencing their behavior. We do this principally through social marketing of family planning, health products and services, and health communications. PSI has programs in more than 60 countries and works in malaria, HIV, reproductive health, child survival, and tuberculosis. We believe in markets and market mechanisms to contribute to sustained improvements in the lives of the poor; results and a strong focus on measurement, speed and efficiency. It is important to empower our staff at the local level, which is why we have a decentralized operating structure. PSI has a long-term commitment to the people we serve.

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### **The Learning and Performance Team**

PSI has made investing in people and organizational development a global priority. As a result, our team was created to execute in areas of learning, innovation, performance improvement, and knowledge management. We're positioned to help platforms, departments, and individuals access appropriate learning activities to accomplish the overall organizational objective of improved performance to increase health impact.

In the fall of 2011, our team won the Gold CLO award for Global Learning.

### **Join us! Our team is looking for an intern to help us with the design of the Marketing Academy curriculum.**

In this role, you will assist with the design and development of a comprehensive marketing curriculum to build or further the marketing skills of our staff worldwide. By designing marketing curriculum we better understand and meet the needs of the poor and vulnerable populations that PSI serves worldwide. This paid, full-time internship has the opportunity to work remotely/virtually or be based in Washington, DC and reports to the Deputy Director for Learning and Performance.

### **RESPONSIBILITIES:**

- Assist with mapping the knowledge, skills and abilities (KSA) for specific marketing job functions
- Conduct a gap analysis on current performance and business goals in addition to requirements for marketing job functions
- Participate in the development of mass-customized learning plans and content for our staff to assist with career planning
- Design the curriculum evaluation using Kirkpatrick's four levels
- Communicate and coordinate with the Boise University class projects related to the Marketing Academy

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### **QUALIFICATIONS:**

- **Problem Solver:** Love to figure out complex problems and constantly think about how to make things efficient
- **The Knowledge:** Relevant bachelor's degree and/or pursuing post-graduate degree or equivalent experience in developing a curriculum, conducting learning needs assessment and/or evaluating training.
- **Passion:** You love the world of learning, performance improvement and/or training
- **Go Global:** You have interest or experience in measurably improving performance around the globe
- **Language Skills:** Fluent in English. Can speak French or Spanish? Great! This will come in handy for making connections with in-country staff
- **Details. Details. Details:** You pay attention to them and focus on quality and consistency
- **Think Big:** You care about pressing issues, like providing health care to the world's poor. Impact is a priority
- **Need for Speed:** Ready and willing to go, go, go!

### **Send us a note**

Our team is fast-paced, innovative and we like to find time for fun. Send us a cover letter and resume to lp@psi.org sharing why you fit the requirements above and ideas on how you can contribute.

*PSI is an Equal Opportunity Employer and encourages applications from qualified individuals regardless of race, religion, national origin, sexual orientation or disability.#*