JOB DESCRIPTION

COMMUNICATIONS AND MARKETING INTERN

JOB CODE: N/A
DEPARTMENT: Communications and Marketing
PRECEPTOR/REPORTS TO: Director, Corporate Marketing and Director, Corporate Strategic Communications
APPROVED BY: ___________________________ DATE: ____________

(ORGANIZATIONAL PRECEPTOR)

JOB SUMMARY AND RESPONSIBILITIES:

The Communications and Marketing department duties include public relations, internal communications and marketing to the public. The department creates and distributes all communications including print and web-based information. A communications and marketing intern will assist in the day-to-day activities of the communications and marketing department and on-going projects within the department. Intern projects may include researching and writing newsletter stories and press releases; assisting in the planning of special events; taking photos; managing social media; and taking part in branding/research projects.

SCOPE OF RESPONSIBILITY AND AUTHORITY

NOT APPLICABLE

PRIMARY RESPONSIBILITIES

• Conduct interviews and write stories for employee newsletter.
• Research positive stories throughout the hospital for potential media pitches or web posts.
• Conduct interviews and write news releases.
• Assist with social media management.
• Assist with photo needs in the hospital for newsletter and web posts.
• Assist in the planning of projects and special events designed to portray the hospital in a positive light to the community.
• Assist with coordination of meetings, research efforts and other duties related to the branding of the health system.
• Other public relations and marketing activities to support the department as opportunities arise.
POSITION REQUIREMENTS

Educational Requirements
• College junior or senior working to obtain a degree in communications, public relations or marketing, with a grade point average of 2.5 or higher.

Other Skills
• Strong writing skills are necessary.
• Good organizational and planning skills are necessary.
• Good interpersonal skills.
• Intermediate proficiency level in MS Office applications that may include but are not limited to Excel, Word, PowerPoint and Outlook.
• Experience with Adobe Creative Suite a plus, but not required.

Professionalism
• Must be a self-starter.
• Ability to organize and prioritize daily work.
• Must be able to work with a team, take direction from supervisor(s), adhere to work schedules, focus attention on details, and follow work rules.
• Ability to maintain strict confidentiality.

Time Commitment
• Minimum 10-20 hours per week (as necessary to receive academic credit)
• Normal office hours are Monday through Friday, 8 a.m. – 5 p.m.