



POSITION DESCRIPTION

Title: Student Intern – Marketing/Outreach
Supervisor: Executive Director/Executive Director

JOB PURPOSE

Under supervision of the Executive Director, this intern will design and develop marketing print materials/social media messages to enhance our community outreach efforts.

ESSENTIAL FUNCTIONS
1. In collaboration with the Executive Director and Outreach/Marketing Committee, develop/implement strategic communications/outreach plan for the health center. Attend Committee meetings, as schedule permits.
2. Revise existing agency brochure(s), informational flyers, display board and banners – considering text, photos, and graphics to improve their appearance and to enhance the public’s comprehension of our services.
3. Develop guidelines for agency use of logo, to ensure integrity of approved dimensions, colors, and duplication.
4. Advise staff on selection of effective promotional products for distribution at special events, including health fairs, trade shows, festivals, etc.
5. Maintain organization Website and Facebook pages: updated photos, copy, announcements, job openings, article links, patient testimonials, etc. and keep events and staff/board lists updated through interfacing with Executive Director.
6. Develop format for newsletters, annual reports, and annual giving campaign materials.
7. Assist in planning, organizing and staffing health fairs and other community outreach events. Assist efforts to increase public and legislative advocacy for the community health center model, and specifically, New Horizons Healthcare.
8. Develop consistent format and schedule for newspaper display advertising, press releases, and other communications with local media outlets.
9. Assist the Administrative Assistant with setting up databases for mass mailings/email “blast” list serves to various target populations/market segments
10. Other related duties as assigned.

This is a **part-time or full-time position, with flexible hours, no salary.** Work space is available at health center, although most work may also be completed off-site, depending on need.

QUALIFICATIONS

Education

Prefer junior or senior level undergraduate student or graduate student in field of mass communications, marketing, public relations, graphic design, writing/English, or business.

Experience

Required: Experience in developing print materials and work with social media as described in the position functions (above).

Preferred: Experience in health care setting or familiarity with health or medical care.

Special Skills

Experience with standard desktop publishing, basic photography skills, demonstrated design/layout, writing/proofreading and research skills. Experienced with HTML, Joomla!, Wordpress, or similar content management system/application. Familiarity with word processing, spreadsheets, and database software programs. Excellent communication and public relations skills, and professional demeanor. Self-directed and demonstrated ability to prioritize multiple tasks. Good attention to detail.

DISTINGUISHING CHARACTERISTICS

Working Conditions

Work is performed in an interior medical/clinical environment.

Physical Effort

Minimal physical activity. Occasional handling of average-weight objects up to 25 pounds.

Environmental Conditions

Work environment may occasionally involve exposure to potentially dangerous materials and situations that require following extensive safety precautions and may include the use of protective equipment.

OUR MISSION STATEMENT: New Horizons Healthcare is committed to increasing access to affordable, high quality, comprehensive and preventive health care that is culturally sensitive for the citizens of the Roanoke area.

CONTACT: Eileen G. Lepro, Executive Director, 3716 Melrose Ave, NW, Roanoke, VA 24017; (540) 362-5158 or elepro@newhorizonshealthcare.org.