Internship Description: Baptist Health is the largest healthcare provider in central Alabama. The marketing intern will serve in a support role for the Marketing and Communications Department, shadowing and studying the role of communication specialist, public relations manager and community events coordinator. The intern’s role will vary day to day based on facility marketing needs, and some travel among facilities is required.

The selected candidate will be responsible for assisting and supporting the Marketing Department with a variety of social media and marketing initiatives.

Job Functions and Responsibilities:

Social Media focus includes:
- Assist with social media engagement by helping manage social channels.
- Drafting and editing copy for social channels.
- Monitoring social media web analytics on a weekly basis (e.g. page views, Twitter followers, Facebook likes and shares), and provide reports of growth and other activity.
- Contribute to the development and implementation of a social media plan and calendar tied directly to the public relations calendar.

Marketing/advertising focus includes:
- Engaging with marketing teams on a regular basis to brainstorm ideas for new and innovative marketing and social media campaigns.
- Assist with gathering data for marketing reports and supporting a variety of marketing and advertising programs.
- Assist in coordination, video and production of internal and external marketing projects.

General responsibilities include, but are not limited to:
- Researching industry-specific sites (blogs, forums, etc.) for product reviews, customer comments, and other relevant marketing information.
- Maintaining marketing program files.
- Interview and write for Baptist Health publications and web copy.
- Take photos at Baptist Health events for publication and web use.

You will have the opportunity to learn about:
- Marketing and PR strategies
- Advertising campaigns
- Public relations
- Event planning
- Communications management

Job Requirements:
- Hold or be pursuing a bachelor’s degree in public relations, journalism, marketing, advertising, communications or related field
- Must have excellent written and verbal communication skills.
• Knowledge and experience with Facebook, Twitter, YouTube and other social media platforms.
• Strong attention to detail and organizational skills.
• Ability to manage multiple projects simultaneously
• Management skills
• Ability to think strategically and be objective driven
• Computer proficiency in Microsoft Programs
• Ability to use a digital camera
• Ability to carry and lift marketing materials
• Ability to think independently

How to apply:
Email your resume, writing samples, and any other relevant portfolio pieces to mbsouth@baptistfirst.org.