

# Springhill Medical Center, Mobile, Ala.

## Marketing Intern

### Description/Requirements:

The Marketing Department at SMC is responsible for managing the reputation and controlling the branding strategy for the entire hospital, physician practices, and several other corporate-related services.

The marketing intern is a volunteer position that is processed through our Volunteers Department. As a volunteer position, it is unpaid, and all volunteers of the hospital are required to sit through a formal orientation presentation, take a TB test, and go through HIPAA training. Hours worked are determined on a case by case basis, but 10 hours a week is usually the minimum we require.

### Responsibilities:

The Department seeks candidates interested in general duties assisting the Marketing Director with some or all of the following:

- Writing – may include writing assignments for newsletters, website content, social media postings, news releases, brochures, flyers, ads, video or broadcast commercial scripts, and posters
- Basic Graphic Design – may include working on the electronic newsletter, website, designing flyers, posters, brochures, and ads
- Administrative – filing, copying, distributing flyers & posters, working at exhibit booths for the hospital
- Event Planning – the department will need assistance coordinating details for several events throughout the year ranging from community classes to special events to sponsored events
- Photography – may include taking photos at hospital functions, portraits of various employees, photos needed for internal newsletter, awards won, and special events in the community which the hospital sponsors or coordinates
- Miscellaneous – projects such as scanning photos for archives or organizing files or online directories, and other projects as the need arises