

College of Medicine/USA Physicians Group Internship

Spring 2019

Description:

The Marketing & Communications Department of the University of South Alabama College of Medicine/USA Physicians Group is seeking an outgoing, creative intern to join our healthcare communications team. Because of the size of our department, this position offers an excellent hands-on opportunity for a talented candidate looking to grow in the public relations/marketing field. Student must have a strong work ethic and must be able to work independently and complete tasks in timely fashion.

Responsibilities

- Assist in developing direct mails
- Help in development of website and e-communication strategy/tactics
- Support the entire communications team, which has responsibility for communication strategy, media relations, customer service, physician relations, practice development and external communications
- Research and write for various marketing publications
- Ability to manage multiple tasks and projects simultaneously
- Ability to interact with others in a professional manner

Requirements

- Experience and understanding of marketing and public relations, with healthcare emphasis is preferred
- Must be detail-oriented and have excellent writing and organizational skills
- Solid computer proficiency is a must – web programming and design is a plus
- Strong communication skills are essential
- Candidate must be a Junior in class standing with an overall GPA of 3.0 or better

If interested, please contact Megan Sparks at mspark@southalabama.edu