HIPMC Marketing Support Intern

**Compensation:** Unpaid

**Job Type** Intern

**Location** Hybrid

**Department** Office of Communications and Marketing, Health Improvement Partnership of Maricopa County

**Grade Level** Undergraduate (Junior-level or higher)

**Position Summary**

The intern will work with the Stakeholder Communications Coordinator to provide communications and marketing support to the Health Improvement Partnership of Maricopa County (HIPMC) coalition. Primary tasks will include conducting a social media audit/assessment of current accounts, creating, and executing a social media outreach plan, developing copy and graphics for social media posts, and assisting with the coordination of partner success stories. Other tasks will include researching relevant content for newsletters and coming up with communications and marketing strategies to share and encourage the use of community health needs assessment (CHNA) data.

Through their work, the intern will support the overarching program goal of increasing communication with HIPMC partners to keep partners informed, collaborative, and actively participating.

**Internship Goals**

**Goal 1.** By the end of this internship, the intern will develop and execute a social media plan that will assist with increasing HIPMC’s social media engagement by at least 10%.

**Goal 2.** By the end of this internship, the intern will gain experience creating and developing a communications toolkit that will include assets for audiences across varying social media platforms and other channels of digital communication.

**Goal 3.** By the end of this internship, the intern will broaden their understanding of the function of communications and marketing in public health.

**Internship Deliverables**

As an intern, you will create:

1. Completed audit/assessment of HIPMC’s social media accounts.
2. Development and execution of HIPMC social media plan.
3. Development of copy and graphics (toolkit) for HIPMC social media posts.
4. List of communications and marketing strategies to share and encourage use of CHNA data.

**MCDPH Overview**

The Maricopa County Department of Public Health, the 3rd largest health jurisdiction in the U.S., lives by our mission to protect and promote the health and well-being of all our residents.

We focus on health equity and a data-driven approach to our work. We value our staff’s unique skills and differences, as well as the varied experiences and disciplines we represent. We come together to reach our vision of creating a healthy, safe, and thriving community.

**Preceptor & Office Information**

Lehem Eyassu  
Stakeholder Communications Coordinator  
Office of Communications and Marketing, Health Improvement Partnership of Maricopa County

The Office of Communications & Marketing distributes information to the public and promotes the programs and services our department provides. Using multiple methods of outreach and marketing, we contribute to the MCDPH mission by improving awareness and access to our programs and services to the public. Our office works with the media to help disseminate important and timely public health information, works with programs individually to market their services, and maintains digital communications externally and internally.

**Hours & Compensation**

10-12 hours per week  
Unpaid position

**Intern Requirements**

**Language Requirements.**

- English Proficiency

**Desired Areas of Study.**

- Public Health  
- Communications and Journalism  
- Health Care Administration  
- Health Care Delivery

**Desired Skills.**

- Communications and Marketing  
- Graphic Design  
- Community Engagement

Maricopa County is an EEO/ADA Reasonable Accommodation Employer.