

# Communications & Marketing Digital Support

**Compensation** Funding Not Available

**Location** Hybrid/Phoenix, AZ

**Job Type** Internship

**Department** Office of Communications & Marketing

**Grade Level** Undergraduate

## Position Summary

The intern will support our team with strategies for internal and external communication for over 30 different programs within our department. This includes assisting in the development of marketing materials, supporting our digital presence in the public through our website and social media platforms, organizing communication assets, along with other various projects.

## Internship Goals

**Goal 1.** The intern will populate the Social Media Strategy Workbook with engagement rate and impression metrics for all posts of the previous month's sheet within the first week of each month.

**Goal 2.** The intern will meet one-on-one with every member of the Communications & Marketing Team to learn about individual roles.

## Internship Deliverables

As an intern, you will:

1. Populate community vaccine event posts template for NextDoor with upcoming event dates, times and locations
2. Complete post performance metric tracking in Social Media Content Strategy workbook
3. Write and store descriptions for alt text of reusable Social Media graphics

## 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 of 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

### Angela Moreth

Title

Office of Communications & Marketing

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

**Funding is not available** for this position. The intern will work **10 hours/week** from January 2023 through May 2023. The position has the opportunity to be **hybrid**.

## Intern Requirements

### Language Requirements.

- None

### Desired Areas of Study.

- Communications & Journalism

### Desired Skills.

- Communications & Marketing
- Community Engagement
- Graphic Design

**Maricopa County is an EEO/ADA Reasonable Accommodation Employer.**