



COMPANY OVERVIEW

Houston Methodist St. John Hospital brings the expertise and compassionate care of Houston Methodist Hospital in The Texas Medical Center to Bay Area/Clear Lake communities. The hospital provides a broad spectrum of adult, pediatric, medical, and surgical care, and is also acute stroke-ready designated through DNV. St. John offers many inpatient and outpatient services, including state-of-the-art imaging, a newly renovated labor and delivery unit with a level II neonatal ICU, minimally invasive surgery, and comprehensive orthopedics and sports medicine.

JOB DESCRIPTION

Company Name: Houston Methodist St. John Hospital

Company Address: 18300 St. John Drive Nassau Bay, Texas 77058

Department: Marketing

Job Title: Marketing Intern

Compensation: Unpaid

Time Frame: As required by program

JOB SUMMARY

The Marketing Intern will be responsible for assisting with the development and execution of marketing plans that support volume goals and enhance the local reputation. S/he will be responsible for expanding various services lines into the community, particularly through online and digital marketing, event marketing, and social media. The individual will be responsible for assisting in content generation, design, measurement, and implementation of marketing programs to support Houston Methodist St. John Hospital. S/he will require excellent marketing planning, project planning, team building, negotiation, and marketing communications skills.

DUTIES AND RESPONSIBILITIES

1. Work closely with the marketing team to achieve department specific goals.
2. Design, edit, and proof all marketing communications such as targeted emails, newsletters, direct mail, flyers, etc.
3. Assists in the creation of strategies and objectives for various communications projects.
4. Work closely with corporate marketing team to develop specific social media campaigns via Facebook, Twitter, etc.
5. Work with corporate marketing to make sure the national marketing efforts coincide with local efforts for specific service lines.

6. Assist in the development, coordination, and planning of hospital events and seminars.
7. Attend hospital events and community events such as luncheons, community health fairs, networking events, etc.
8. Support marketing team in photography and video production, including facilitation of shoots/interviews, editing and posting online.
9. Maintain hospital's event calendar and supporting service-line marketing collateral.
10. Day-to-day execution of marketing activities for assigned programs.
11. Demonstrates the components of the ICARE values statement.
12. Follows all safety rules while on the job. Reports accidents promptly and corrects minor hazards.
13. Performs other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

- Sufficient proficiency in speaking, reading, and writing the English language necessary to perform the essential functions of this job, especially with regard to activities impacting patient or employee safety or security.
- Able to multi-task
- Excellent organizational skills

CONTACT

Please send resume and cover letter to Alexandra Phillips, aphillips@houstonmethodist.org.