



Marketing & Communications Department

POSITION DESCRIPTION FOR ADMINISTRATIVE INTERNS AND RESIDENTS

Facility Overview:

Located in one of the fastest growing areas in the country, St. David's Round Rock Medical Center, provides comprehensive health care services to residents of Williamson and surrounding counties.

As a leading healthcare provider in the region, St. David's Round Rock Medical Center provides medical expertise in cardiac services, women's and newborn's services, surgical services, bariatric services, orthopedics, rehabilitation and emergency care. St. David's Round Rock Medical Center is at the forefront in providing exemplary services that meet the high growth demands of the region now and for generations to come.

With 173 beds, our hospital's most recent \$100 million expansion brought an even higher level of care to the community through the opening of the Heart & Vascular Institute with the most advanced high-tech and digitized technology available to the community. T

In addition to cardiac services, St. David's Round Rock Medical Center provides comprehensive care and medical expertise for women and newborns, offering the highest level II Nursery available in Williamson County.

With over 950 physicians, representing every specialty, St. David's Round Rock Medical Center is committed to the health and well being of our community.

Marketing & Communications Overview:

The Marketing & Communications Team has the unique opportunity to interact with senior management, physicians, and employees at each facility, as well as play an integral role in shaping the brand for St. David's HealthCare across Central Texas.

Internship responsibilities include: Assistance with advertising and marketing campaign development; public/media relations/ internal and external communications; publications, web design insight and updates; social media initiatives, community relations and community outreach and education initiatives.

Contact:

Please send resume, or letter of interest to Celeste Lesmeister, Regional Communications Director, St. David's HealthCare – 2400 Round Rock Avenue, Round Rock, Texas 78681 or via email at Celeste.Lesmeister@stdavids.com.

POSITION TITLE: Marketing & Communications Intern

POSITION SUMMARY: Provides support to the Regional Director of Communications with ongoing tasks and special projects as outlined in responsibilities above

POSITIONS AVAILABLE: 1 full-time,

TIME FRAME: As required by Program

REPORTS TO: Celeste Lesmeister, Regional Communications Director

DEPARTMENT: **Marketing Administration (Executive Offices)**

KNOWLEDGE, SKILLS AND ABILITIES:

Must be able to demonstrate the following abilities: Organization, Time Management, Attention to Detail, Confidentiality, Communication (strong written and verbal skills), Ability to learn and utilize a variety of software and equipment.

Must have professional appearance and demeanor. Will interact with various members of our senior management staff and physician staff.

POTENTIAL POSITION/TASK REQUIREMENTS

TASK	TASK DESCRIPTION
Assist with planning and logistics of community seminars	Securing location, physician speakers, promotion, logistics, etc. for community screenings during the Fall semester
Public Relations	Assisting the Director and the PR firm with media interviews
Intranet/Internet updates	Helping manage and adjust/update content and images on both the intranet and internet. This will include Social Media aspects such as Twitter and Facebook.
Physician Sales Support	Working with Physician Sales team to facilitate current projects and identify future programs.
Collateral Material Management	Helping to create, update, publish and distribute facility collateral materials such as brochures and fact sheet.
Participation in Market-wide Communications meeting	Attending Division Communication meetings

REWARDS: Free lunch, occasional Starbuck kiosk gift cards

COMMENTS:

This is a great opportunity to gain exposure to many areas of health care. It is a chance to network with some influential and senior leaders in the industry. This position fosters creative thinking, community-mindedness and teamwork. We encourage thinking outside-the-box!