

Intern Project Description



Project Title: Media-Marketing-Materials and LiveWell Campaign

Semester: Winter 2019 (January – April)

Preceptor: Jeannine Taylor

Base County: Wexford

Description

A Media-Marketing-Materials (M3) intern will assist the M3 team with the following:

- Developing digital marketing materials, including sliders, blogs, and social campaigns based on health observances.
- Creating general client satisfaction survey content to be administered via website and social media.
- Assisting gathering data for our annual report
- Scan DHD#10 website for outdated info/missing links

Additionally, one day a week will be dedicated to the LiveWell website and social media operations with the goal of creating consistent branding in regard to LiveWell in the 10 county jurisdiction. For this part of the internship, the intern will collaborate with Erin Barrett, the LiveWell coordinator.

Importance to Public Health

Communicating to the general public in a professional and consistent way is essential to the success of District Health Department #10. Due to our large jurisdiction, an intern will be a valuable asset in helping develop effective communication tools, grow our social media presence and enhance our LiveWell initiative.

Applicable Essential Public Health Services

- Inform, educate and empower
- Mobilize community partnerships
- Link people to health services
- Evaluate effectiveness
- Research for new insights

Project Deliverables

M3 Deliverables

- Monthly blogs tied to health observances posted on DHD#10 website
- Set up Mail Chip to allow general public to subscribe to blog
- Develop sliders for website to promote monthly blogs
- Develop social media posts that coincide with monthly health observances
- Create client satisfaction surveys utilizing survey monkey, administer surveys, and process results for analysis
- Assist in developing theme for annual report as well as help gather data and materials for assembling annual report
- Scan website for outdated information and missing links; update with appropriate information

LiveWell Deliverables

- Website development i.e. creating new content pages
- Create social media outreach plan and revive Twitter account
- Updating and creating new community resource documents for each county (min 3 per county)
- Ensuring all LiveWell coalitions are utilizing the same branding
- Developing original media content
- Updating services and resources for each county
- Updating county calendars

Minimum Qualifications Students applying for this internship should be enrolled in a bachelor's or master's degree program.

Skills

- Media and Marketing skills
 - Campaign development
 - Social media platforms
 - Review of analytics
 - Evaluation
- Community Engagement skills
- Content Development
- Public Relations