

Gwinnett, Newton, & Rockdale County Health Departments

Internship Opportunity

Internship Title: Undergraduate or Graduate level Health Department Advertising

Program Area: Communications

Open for submission: June 1, 2019

Deadline for submission: July 30, 2019

Dates of Internship: August 27th – December 1st

Location on Internship: District Office/Lawrenceville



Internship Summary:

Position Description The Communications Department is working on several advertisements to promote the GNR Health services and educate the general public on disease prevention. Social media and traditional print media platforms are used for advertisement placement. GNR Health services include but are not limited to disease prevention, vaccinations, and clinical screenings etc. GNR Health uses Facebook and Twitter primarily as social media channels to reach the general public on public health issues and promote services of our health center/clinics. Our traditional media includes placement of ads in local newspapers, magazines, direct mail, etc. The intern will assist the Communications Department in developing advertisements for GNR Health services and on public health issues for the Gwinnett, Newton, and Rockdale county residents.

Duties: To help develop GNR Health Department's advertising the intern would:

- Curate content for social media messaging and traditional media platforms
- Maintain digital library of images, messages, and content
- Assist in graphic design for advertisement materials
- Analyzing metrics and trends of post performances
- Other duties as assigned

Qualifications

- Completed or working towards degree in Communications, Marketing, Journalism, or related degree
- Knowledge of Social Media tools and applications
- Background and/or interest in AP style writing, graphic design
- Strong attention to detail and organizational skills
- Ability to analyze data/metrics and create reports
- Experience with Adobe creative suite specifically InDesign & Photoshop

Compensation: Non-paid internship

At Gwinnett, Newton, & Rockdale County Health Departments, we work to protect and improve the health of those who work, live, and play in our community. Our most valuable resource is, by far, the dedicated and highly trained staff and interns who enjoy and appreciate the opportunity they have to serve our community.