

The University of Arizona
Mel and Enid Zuckerman College of Public Health

Organization Name

Arizona Center for Rural Health (AzCRH), University of Arizona College of Public Health

Level of Expertise Needed

Undergraduate public health student

Internship Project Title

Arizona Center for Rural Health Marketing & Social Media Internship Project

Project Description

The AzCRH Marketing & Social Media Intern will help the Center stay visible online and in the community via social media, blogs and community events. Activities could include posting to social media regularly, drafting and editing blogs for publication on the AzCRH website, participating in community events and meetings with AzCRH staff, assisting with AzCRH programs (AzFLEX, AzSORH, AzSHIP, Az Navigator Consortium, SHARE, Western Region Public Health Training Center, etc.), preparing publishable documents, and other duties as assigned. Excellent written and verbal skills are mandatory. Other involved departments may include College of Medicine and any of the University of Arizona Health Sciences. Expected outcomes include 2-4 published blogs, 2-4 weekly social media posts, and others outlined in personable student work plan.

Student Characteristics

Student must be organized and diligently check their email (responses are expected within 24-48 hours). Preferred experience includes professional writing skills, customer service and outreach experience, and working in an office setting. Student must have a flexible schedule, be willing to work occasional evenings, weekdays and weekend events, and adapt to new situations. Student must also have good written and communication skills (bilingual a plus) and be comfortable multitasking.

Background of Organization

The Arizona Center for Rural Health serves Arizona through its core mission to improve the health and wellness of Arizona's rural and underserved populations. It houses programs including the State Office of Rural Health ([AzSORH](#)), the Rural Hospital Flexibility Program ([AzFlex](#)), the Small Rural Hospital Improvement Program ([AzSHIP](#)), Western Region Public Health Training Center ([WRPHTC](#)), [AzCRH Navigator Consortium](#) and Students Helping Arizona Register Everyone ([SHARE](#)). The Arizona Center for Rural Health was established in 1981. AzCRH works with and provides technical assistance to rural health clinics, critical access hospitals, rural non-profits and other statewide and national partners to bring resources to rural populations. The

Marketing and Social Media Intern will help the Center reach the hard to reach via online mechanisms.

Where

*Office Hours: MEZCOPH (2nd floor in AzCRH), shared cubicle 10-15 hours/week
Events/Meetings: located statewide, sometimes in Pima County, sometimes in other neighboring rural counties. Travel to be discussed with AzCRH Special Projects Coordinator for each event.*

When

Fall 2016, Spring 2017, Summer 2017, Fall 2017, Spring 2018
Project deadlines are to be discussed upon internship start.

Supervision

Alyssa Padilla, MPH

Arizona Center for Rural Health Special Projects Coordinator

Mel & Enid Zuckerman College of Public Health (Practice, August 2013)

University of Arizona, Eller College of Management (Marketing, May 2009)

Expertise: Reproductive Health, Health Insurance Coverage (Medicaid, KidsCare, the Marketplace, Affordable Care Act), Prescription Drug Misuse & Abuse, Behavioral Health, Policy, Marketing, Online Social Media, Program/Event Planning, Operations

Intern Title

Marketing & Social Media Intern

Compensation/Benefits

Unpaid Internship

Travel is to be discussed with supervisor; potential to attend the Arizona Rural Health Conference (Summer) or Arizona Rural Policy Summit (Spring).

Application Contact Information

Email Alyssa Padilla, MPH at alydilla@email.arizona.edu

- 1) *Résumé*
- 2) *One paragraph (200 words max) stating interest and two extraordinary reasons the Center should consider you for the Marketing & Social Media Internship.*