

JOB DESCRIPTION

Communications Intern

Inter Valley Health Plan

Job Location: Pomona, CA

Job Status: Part Time – Flexible Hours

Starting Date: ASAP

Description: Looking for a student who is interested in communications and/or marketing and has a strong desire to hone their visual communications, editing and writing skills. This position is integral to Inter Valley Health Plan as the Communications intern will support key goals in the communications department and directly report to the Digital Marketing Specialist.

Inter Valley Health Plan is a not-for-profit, federally qualified, Medicare Advantage health plan providing health insurance products for more than 20,000 Medicare seniors throughout Los Angeles, Riverside, Orange and San Bernardino Counties. It is comprised of active leaders in today's health care arena, and is committed to continually developing innovative, "best practice" approaches to coordinated health care in order to better meet the needs of its members.

RESPONSIBILITIES:

- Collect, tally and report findings of the lifestyle surveys
- Edit content on monthly Vitality Series Calendars
- Develop a library filled with photos and quotes used for website and social media
- Photograph many of our vitality events
- Tweet live-stream at various events and wellness classes
- Assist Community Liaison administratively for three showcased events: Drive Well Conference, Riverside Talent Show, and Women's Changing Aging Roles.
- Develop Best List for Senior Discounts to reflect service areas
- Write four lifestyle Blogs to be featured on website geared towards Baby Boomers
- Participate in the eMAC mail campaign
- Assist in the development of content for a new For Health & Living Classes geared towards the senior population

Qualifications:

- Working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)
- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (complete knowledge of word processing, PowerPoint, Excel).
- Highly proficient in photography
- Proficiency in Adobe
- InDesign and Photoshop highly desired.

- An effective communicator, both written and oral
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Enthusiasm for the mission of Inter Valley Health Plan and the seniors we serve
- Ability to proofread
- Flexible and proactive in taking on assignments and responsibilities, and willingness to learn

Start Date: Position open until filled, requires 3 – 4 month commitment- Intern will be required to sign a confidentiality agreement.

Hours: 12 hours/week, preferably twice a week in the office

To Apply: Please email cover letter, resume and two writing samples to mstennis@ivhp.com

1/24/14

COMWP-Communications Intern