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Centura Health Social Media Internship Program

Are you excited to find and share stories online? Do your friends look to you on Facebook, Twitter and Instagram for the latest trends, ideas, and online memes? Do you crave learning new skills? We're looking for an intern who lives and breathes social media and is also studying marketing or related field to assist with our social media activities. Our ideal candidate is someone who loves social media and has a desire to use it professionally, is creative and thoughtful when interacting with online communities and building relationships, and is a strong writer and well-organized.

As an intern, you will gain valuable knowledge and experience about social media, marketing, health care, and the corporate world. Daily responsibilities range from collecting social media data to constructing social content to launching new social channels. Centura Health's Social Media Internship Program is an unpaid internship for currently enrolled graduate and undergraduate students seeking university credit for internship courses, independent study or a professional requirement as part of their curriculum. Interns will ideally work 15-25 hours/week.

Preferred Qualifications:

- Must be an avid user of social media either in personal life or previously for a company, brand or internship, particularly Facebook, Twitter, LinkedIn, YouTube, Google+, Pinterest, Instagram, and blog
- Have an understanding of basic social media monitoring tactics, the importance of a hashtag and a Klout score
- Ability to track and pull analytics reports using HootSuite and platform-specific tools, report results and suggest new ideas to our marketing team;
- Demonstrate superior research and writing skills and the ability to create compelling content; and
- Knowledge of basic photo editing skills.

Minimum Qualifications:

- Pursuing a degree in the field of digital marketing, marketing, journalism or a related field;
- Excellent written/verbal communication skills;
- Strive for perfection with a desire to grow and learn from the experience;
- A self-starter who is comfortable transitioning from working as a team player to working independently; and
- Excellent computer skills including Microsoft Word, Excel, PowerPoint and various social media channels.

About Centura Health

Centura Health connects individuals, families and neighborhoods across Colorado and western Kansas with more than 6,000 physicians and 18,100 of the best hearts and minds in health care. Through our 15 hospitals, six senior living communities, health neighborhoods, physician practices and clinics, home care and hospice services, and Flight For Life® Colorado, we are making the region's best health care accessible and affordable in every community we serve. We believe you can inspire the people you care about to live healthier lives by encouraging them to do the little things that can make a big difference. We're Centura Health, and we're here for your health. For information on Centura Health or any of the facilities in our network, please visit www.centura.org.

To Apply:

We are now accepting applications for the Spring and Summer 2015 Internship Program. To apply, submit the following to health@centura.org with *Social Media Internship* in the subject line: your resume, cover letter, 3 professional or academic references, and a sample of three social media posts (one each for Facebook, Twitter and LinkedIn) for Centura Health regarding a topic of your choosing.

We extend the healing ministry of Christ by caring for those who are ill and by nurturing the health of the people in our communities.