

TES Regional Healthcare Federal Credit Union

Marketing Intern – Job Description

Objective: The Marketing Intern will be responsible for assisting the organization in the development and implementation of its marketing, business development and public relations plans. This will be accomplished through developing, maintaining and expanding marketing channels to the healthcare professional and the public at large.

Reports to: CEO and/or Members Services

Primary Responsibilities (including, but not limited to):

- Identify all local influence centers (hospitals, nursing homes, assisted living, doctor's offices and other health providers) to determine referral sources.
- Assist and/or make visits with persons responsible for or in a position to refer employees.
- Assist with visits and/or arranging meetings with persons responsible for or in a position to refer employees.
- Arrange presentations at staff meeting in hospitals, nursing homes, doctor's offices.
- Assist in coordination of various marketing methods including, direct mail, print ads, networking, internet, social media and develop new methods of marketing.

Qualifications:

- Must have organizational skills, attention to detail, and the ability to prioritize in a changing environment.
- Must have interpersonal skills and follow-up skills.
- Proactive problem prevention and issue resolution leadership ability.
- Must know Microsoft Word, Excel, Internet and ability to learn other software programs.
- Strong verbal and written communication skills.
- Ability to work independently and as part of a team.
- Must have own transportation.