



H O R I Z O N[®]

Home Care & Hospice

Job Description

Horizon Home Care & Hospice, Inc. will optimize health and quality of life for patients and families in the home and other settings. Our clinical experience, relationship-centered care and respect for patient rights set us apart as the region's employer and provider of choice.

Title: Media Marketing Intern

Team: Communications

Supervisor: Communications Manager

Job Summary: Responsible for helping to determine and execute Horizon Home Care & Hospice, Inc. strategies for online presence

Pay Status: Unpaid

This internship is a **flexible, part-time** program that allows you to **choose your schedule** to work around your academic responsibilities. Candidates will experience the best of both worlds with a balanced work style, focusing on completing individual assignments as a part of a bigger, coordinated group effort. You will work closely with your team leader to not only produce a quality product, but to also ensure your work experience with Horizon is as beneficial as possible.

- Learn proven digital marketing practices that are used every day in the professional world.
- Improve your resume while gaining experience working in healthcare marketing.
- Work for an organization that is frequently listed as one of Milwaukee's top employers.

Types of work you will encounter and learn more about:

- Social media campaign management and strategy
- Media editing and production
- Blog and website management
- Search engine optimization
- Social media ad buying
- Campaign assessments

Essential Functions - Position Specific

- 1 Create strategies for Horizon's social media, website, and marketing collateral to increase awareness of Horizon, the services it offers, and its activities in the community in order to generate leads and customers.
- 2 Write content for social media, website, and marketing collateral including adapting that written by others to match Horizon's corporate voice
- 3 Create graphic art for use in Horizon's social media, website, and marketing initiatives
- 4 Keep up with changing environment of social media platforms
- 5 Safeguard Horizon's online reputation by addressing questions and content found online