

Primary Care Development Corporation
Position Announcement
Communications Intern (Summer, Part-Time, Paid)

Primary Care Development Corporation (PCDC): Catalyzing Excellence in Primary Care www.pcdc.org

Quality primary care is transformative and a cornerstone of healthy, thriving communities. PCDC, a nationally recognized 501(c)(3) nonprofit organization, catalyzes excellence in primary care through strategic community investment, capacity building, and policy initiatives to achieve health equity. PCDC helps primary care practices improve delivery of care by providing affordable capital as well as a variety of training and technical assistance services. Since its founding in 1993, PCDC has assisted over 1,000 practices in 40 states, and has leveraged more than \$875 million to improve care in low-income communities.

Position Overview

PCDC seeks a part-time summer **Communications Intern** to support our Advocacy and Communications team, working 14 hours per week. This is an ideal role for a communications, marketing, or English student, recent graduate, or graduate student. The **Communications Intern** will bring knowledge of video, digital, and print communications to create compelling content and support our work to build, transform, and ensure access to primary care for all. Reporting to the Communications Manager, the Communications Intern will be responsible for the successful execution and upkeep of PCDC's communications activities, including administrative tasks, in support of our overall mission and strategic direction.

We seek a dynamic, creative individual with either professional or educational experience in video and communications to help raise PCDC's organizational profile and showcase our reputation as leaders in health care financing, performance improvement, and advocacy.

Primary Responsibilities

- Strategize, film, and edit short videos featuring PCDC's programs, staff, and advocacy
- Support strategic communications for PCDC and its practices (Capital Investment, Performance Improvement, Advocacy & Communications, and Development)
- Update the website, including metrics monitoring and photo/text/layout
- Contribute to writing, editing, and design of print collateral, email, news, and social media content
- Draft and help plan social media campaigns
- Help implement and manage metrics to report on the performance of communications initiatives
- Provide communications support for all PCDC events
- Assist other teams in their marketing and communications efforts (i.e. editing written materials and reviewing PowerPoints)
- Manage multiple assignments under high pressure deadlines
- Administrative support as needed

Required Experience, Education & Skills

- Pursuing or completed Bachelor's degree, preferably in communications, marketing, English, or related field
- Experience with video (informal shooting/editing) strongly preferred
- Excellent writing and editing skills with exceptional attention to detail
- Experience with content management systems and email delivery applications such as WordPress and Constant Contact

- Experience managing social media campaigns (Facebook, Twitter, and LinkedIn)
- Experience with Adobe Premiere and After Effects strongly preferred
- Experience with Photoshop and InDesign a plus
- Experience or knowledge of marketing/communications analytics
- Expert with Microsoft Office, including Word, Excel, and PowerPoint
- Proven project management skills including organization and time management skills coupled with the proven ability to set priorities, manage deadlines, and deliver quality work
- Background in health care, nonprofits, community development, public affairs, or advocacy a plus

To Apply

This is a part-time, temporary (June through August), paid internship position. **For immediate consideration, please email your cover letter, resume, and minimum of two samples (writing sample[s] or digital content in PDF format) to: employment@pcdc.org (subject line: "Communications Intern").**

The Primary Care Development Corporation (PCDC) is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, gender, gender identity or expression (including transgender status), sexual orientation, national origin, ancestry, citizenship status, age, disability or handicap, veteran status, marital status, pregnancy, genetic information or any other characteristic protected by applicable law.