

Job Title: Multimedia & Digital Strategy Intern

Location: University of Pittsburgh, Health Sciences Division;

Hybrid, with some in-person availability preferred—fully remote possible

Department: Office of the Senior Vice Chancellor for Health Sciences - Strategic Communications Team

Reports To: RJ Thompson, Manager of Digital Strategy, rjt49@pitt.edu

Internship Duration: May through August

Job Description:

The University of Pittsburgh's Health Sciences division is seeking a creative and motivated Marketing and Communications Intern to join our award-winning Strategic Communications team. This role is an excellent opportunity for a student with an interest in marketing, communications, and creative solutions, who is eager to gain hands-on experience in a dynamic and collaborative environment and develop meaningful and memorable professional experiences in the healthcare and education industries. The intern will play an integral role in producing diverse marketing and communication content, supporting our six schools: Medicine, Dental Medicine, Pharmacy, Public Health, Health and Rehabilitative Sciences, and Nursing. This is a paid opportunity, at a rate of \$15/hour.

Responsibilities:

- Assist in developing and executing marketing and communication strategies that focus on brand awareness and telling stories of student successes.
- Create engaging marketing content for various platforms, including social media, websites, and videos.
- Collaborate with team members on social media campaigns, ensuring alignment with overall marketing goals.
- Contribute to the production of digital content, including website updates and video creation.
- Participate in team meetings, offering creative input and fresh perspectives.
- Learn to navigate and contribute effectively within a large marketing and communications team.
- Gain hands-on experience with various marketing tools and software, such as Adobe programs, Google Analytics, Canva, and more.

Qualifications:

- Currently enrolled in or a recent graduate of a degree program at the University of Pittsburgh
- Strong creative skills and a keen interest in digital marketing and communications.
- Excellent communication skills, both written and verbal.
- Ability to work collaboratively in a team and independently on projects.
- Eagerness to learn and actively engage in a fast-paced, professional environment.
- Basic understanding of social media platforms, content management systems, and video editing software is a plus.

Learning Opportunities:

- Exposure to the inner workings of a large, multidisciplinary marketing and communications team in the health sciences education sector.

- Development of a diverse portfolio of marketing deliverables, including social media campaigns, website content, video production, and print-based media.
- Mentorship and guidance from experienced professionals in the field of strategic communications.

To apply, submit a resume, cover letter, and relevant work samples (or a full digital portfolio) by Thursday, May 15 to RJ Thompson at rjt49@pitt.edu.