Title: Intern: Public Relations Specialist, Media Relations- Health2 Resources (H2R) - Paid

Health2 Resources is a woman-owned, full-service communications firm that focuses exclusively on the health care sector, offering a full range of research and public relations support. We work closely with local, state and federal policymakers and regulatory agencies to build and improve relationships on behalf of clients (nonprofit, private and government sector) that pay for health care, provide health care and evaluate health care. Our unique strength is an in-depth understanding of health care from diverse viewpoints: purchasers, providers, consumers and health care-related organizations. Our research team uses both qualitative and quantitative research to gauge opinions, examine current trends, test messaging and assess outcomes.

We are implementers, with the in-house creative capability to design and launch multimedia campaigns, manage media relations, engage like-minded partners and brand an image.

Job Description
Health2 Resources is seeking a full-time paid intern to join the team right outside Washington, DC in Vienna, VA. We work in a collaborative environment and want an intern who is driven and ready to be involved at all levels in a variety of projects and company functions.

General Responsibilities:
The Intern: Public Relations Specialist, Media Relations will work to obtain media opportunities for H2R clients publicizing H2R client resources, activities and product solutions, with particular emphasis on developing relationships with the daily and trade media and repurposing content for agency/client publications. This position requires strong writing and editing ability, including familiarity with AP style; publication and digital design skills; and capacity for database management as well as use of public relations tools (Constant Contact, BullDog, PRNewswire, Cision and others as they are brought on line).

Specific Duties:
The Intern: Public Relations Specialist, Media Relations will be required, among other tasks, to:
- Assist with design and maintenance of H2R websites and offer website development support;
- Write articles as directed; article submissions may be through a variety of vehicles including client print and online newsletters, client blogs (in development) and e-mail campaigns;
- Perform fact-checks and research on health industry trends, as well as transcribing interviews;
- Create media relations/overview reports for dissemination to clients;
- Assist with production and coordinate dissemination of H2R publications, infographics and other client materials; ensure consistent appearance and quality of those materials;
- Assist with development and implementation of H2R client presentations for speeches, exhibits at events;
- Communicate and develop positive relationships with trade media and client stakeholders (clients as directed); establish client media list and pitch strategy;
- Assist in H2R client activities using social and other forms of media;
- Help design and implement H2R visibility marketing strategy;
- Attend and participate in meetings related to client dissemination of information;
- Media pitching to include development of pitch ideas, media outreach, follow-up and all aspects of media interface relating to client/story focus;
- Writing of full press/media package to include press releases, FAQs, talking points, pitch package and strategy and follow up materials as needed;
- Assist staff with event management for client functions as directed;
- Provide webinar and video production support.

**Required Experience, Skills, Training or Credentials:**

The Intern: Public Relations Specialist, Media Relations must be a marketing and communications professional who has demonstrated competencies in most or all of the above areas, and a willingness to gain industry knowledge in the following domain areas: health care transformation trends and policy, PCMH & ACO care models and health information technology.

The ideal candidate will possess:

- A bachelor’s degree or equivalent experience preferred;
- Demonstrated experience in writing and public communication, preferably with public service or health care organizations;
- Experience working with a variety of software including, but not limited to MS Office Suite (Word, Excel, PowerPoint); Adobe Creative Suite (InDesign, PDF, Photoshop); online tracking and client contact software (Constant Contact) - and/or a willingness to learn to use these tools;
- Attention to detail and demonstrated ability to handle multiple assignments simultaneously;
- Ability to work under deadline pressure and extra hours if needed on assignment;
- Desire to learn via training available through PRSA (new media, media relations and outreach, event planning);
- Strong health care industry interest or experience a plus.

**Supervisory relationship:** Shared reporting to VP of Communications (client communications) and Office Manager

**Hours per day or week:** Monday-Friday 9:00-5:30 p.m. or based on client events as needed PRN

**Compensation:** $11/hour

**Length of internship:** Five months

**Amount of travel:** Washington, D.C metro area