



Indiana Hospital Association

Title	Advocacy Communications Intern
Status	Paid Internship
Reports to	Vice President, Communications
Organization	<p>Indiana Hospital Association is a non-profit organization that serves as the professional trade association for 164 Hoosier hospitals. These members are either independent or a member of one of the 23 systems in the state. Membership includes hospitals, multi-hospital systems and community mental health centers. The mission of the IHA is to provide leadership, representation and services in the common best interests of its members as they promote the improvement of community health status. IHA's primary responsibility is to represent the interests of hospitals in matters of public policy. IHA also provides members with education, communications and data collection services.</p>
Position Summary	<p>The Advocacy Communications Intern creates and implements communications, media and social media strategies related to public policy efforts, advocacy activities and hospital awareness campaigns. In addition to communications responsibilities, this person will provide management and oversight of IHA's advocacy social media presence.</p> <p>The Advocacy Communications Intern will provide copywriting, editorial and creative support for a variety of advocacy communications in conjunction with the IHA communications team. The intern will write about hospital/health care topics with a primary focus on state and federal policy and issues.</p> <p>The Advocacy Communications Intern will serve as the liaison, both internally and externally, for various government relation initiatives in communications and public relations for the Indiana Hospital Association. This individual should be organized, flexible and motivated by working for a hospital/health-focused association. This person will also collaborate with others in the organization to achieve brand consistency, coordination of messages and the highest standards for both internal and external communications. The qualifications, duties and responsibilities listed below are those required for the position, but do not encompass all that may be included in the day-to-day performance of this position.</p>



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Core Responsibilities

Essential functions include but are not limited to the following:

- Collaborate with IHA communications team and public affairs firm to develop advocacy related marketing strategies, messaging, member materials and campaigns.
- Maintain web, e-advocacy, media and blogging activities for the government relations functions of the association.
- Engage in basic research and provide written and verbal reports on findings.
- Develop and provide social media and communications to member hospital public relation and government relation staff.
- Recommend and implement new technologies and best practices to ensure viability and growth of IHA's grassroots advocacy efforts.
- Work with key staff and members to initiate, support, and strengthen social media advocacy and media relations efforts related to public health care policy issues.
- Ensure the ongoing updating of the legislative and advocacy sections of the IHA website and provide expertise on public policy features of the website.
- Effectively manage IHA's social media presence tracking analytics regularly and adjusting strategies based on results.
- Use social media to effectively and strategically target legislators and policymakers regarding IHA policy priorities.
- Contribute and edit content for IHA publications on advocacy issues and timely topics.
- Proactively update and monitor AMS to ensure information is accurate.
- Participate on department team projects and staff committees or task forces as assigned.
- Perform other related/comparable duties as required and assigned.
- Transportation and parking are not included. Local parking is approximately \$50 per month
- Completed or working toward a college degree, preferably in a related field (e.g., English, marketing/communications, graphic design or public relations)
- Previous internship or related experience in marketing or communications is a plus

Education & Experience



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Knowledge, Skills and Abilities

- Strong communications skills—written, verbal and interpersonal including AP Style
- Tech-savvy with a strong proficiency with Microsoft Office applications (Outlook, Word, PowerPoint, Excel)
- Ability to learn Mailchimp and VoterVoice email marketing platforms to develop, implement and measure the results of various e-communications
- Strong project management, administrative and organizational skills
- Ability to multi-task, prioritize and switch directions when needed
- Ability to work independently with little supervision
- Ability to develop and implement effective public policy outreach strategies and accompanying materials
- Ability to work independently, as part of a team, and effectively with stakeholders.
- Strong interest in advocating for and knowledge of hospital and health care issues
- Possess high standards of professionalism, customer service, patience and perseverance
- Willing to work as an enthusiastic and positive team member at all times

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Normal office environment
- The noise level in the environment is moderate
- Hours generally Monday – Friday, 8:30 a.m. – 5 p.m. with an unpaid hour lunch break. Additional hours as necessary to complete job requirements.
- Travel as necessary to educational programs
- Dress attire: business professional

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Requires ability to sit for long periods of time at a desk in front of a computer. Some lifting required (boxes of supplies, moving file folders) but not to exceed 10 pounds. Some bending and reaching to access files from file drawers or items stored in an overhead cabinet. High volumes of typing. Requires proficiency in reading, writing and speaking English, proofreading and basic math. Works calmly under pressure.

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform any other related duties as may be required by their supervisor.



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Application

Hours: 20 – 29 hours/week

Compensation: This is a paid internship; intern can also receive college credit.

To Apply: Applicants should email three writing samples, cover letter and resume to Jennifer Hurtubise, vice president of communications, at jhurtubise@IHAconnect.org.

Indiana Hospital Association is an Equal Opportunity Employer and does not discriminate on the basis of sex, race, age, national origin, ethnic, background, disability or any other characteristic protected by law.