

## **Clinical Futures at Children's Hospital of Philadelphia Digital Communications Intern**

Job description- Fall 2024

Location: LOC ROBERTS-Roberts Ctr Pediatric Research

Shift: Days Employment

Status: Temporary - Part Time 18-20 Hours Per Week

Reports to: Clinical Futures Communications Manager, Lindsey Klinger-O'Donnell

Please email applications directly to Lindsey at [klingerodl@chop.edu](mailto:klingerodl@chop.edu).

### About Us

We're seeking breakthrough makers! Children's Hospital of Philadelphia was built on the belief that we can change lives. Today, in every role throughout our hospital, research institute and care network, the 22,000 members of our workforce are finding new ways big and small to make a difference for the patients and families we serve.

If you are ready to challenge yourself, be inspired and grow no matter what your role you just may be the kind of breakthrough maker who will thrive at CHOP.

CHOP is proud to share that we are ranked No. 1 on Forbes' 2022 list of America's Best Large Employers!

### Job Summary

Clinical Futures at Children's Hospital of Philadelphia (CHOP) is seeking an undergraduate intern to work with its communications team. Clinical Futures is a research center at CHOP focused on clinical research with the aim of discovering and implementing the best ways to prevent, diagnose and treat diseases in children. The communications team is responsible for translating and disseminating Clinical Futures research to internal and external audiences through a variety of online and public relations tactics. This is an exciting and unique opportunity for anyone interested in both expanding their communications skills and learning more about the most pressing health issues facing children and families today.

To assist the communications team with its goals, the Communications Intern will be responsible for:

- Contributing to strategic communications plans for translating and disseminating research, including providing editing assistance as needed for blog posts and various research resources
- Assist in creating effective social media posts and campaigns involving researching effective hashtags and trends, as well as preparing appropriate images and helping to maintain the social media scheduling platform
- Assisting with conducting social media monitoring, reporting analytics, and researching innovative trends in social messaging
- Assisting with metrics and performance reporting across digital communications platforms
- Creating and executing MailChimp campaigns to promote research and resources, including updating stakeholder databases

- Update existing and create new content on Clinical Futures' website using content management systems running on Drupal platforms
- Researching and sharing learnings about new communications trends or tools

Prior experience with any of the following is valued: MS Office Suite (Word, Excel, PPT); professional use of social media or blogging (X/Twitter, LinkedIn, Hootsuite); video production; web content development on Drupal platforms; digital communications strategy measurement; writing for the web and social media; translation of research for lay audiences. Students majoring in Communications/ PR; Journalism; Marketing; Writing; English; or Public Health can make the most of this Digital Communications Intern position. Candidates should be rising junior or upper-class students who are currently studying communications, public health, or related fields.

This internship begins as early as August 26, 2024. Internship continues through the end of the academic year. Interns can expect to work up to 20 hours per week. Applicants from the Philadelphia area are welcome to apply. This individual reports to the Clinical Futures' Communications Manager.

Clinical Futures aims to provide every team member with opportunities that allow their voices to be heard as this exemplifies our core belief in the power of diverse thinking to influence actionable change in the approaches, methodologies, and practices that define our workplace and improve the lives of children and families. We strive for a productive, fulfilling workplace and personal growth opportunities for all staff and believe an inclusive environment is central to this goal.

Additional considerations:

- Internship length is 16 weeks. Specific start and end dates are flexible based on candidate needs.
- The digital communications intern will work part-time (18-20 hours/week) in a hybrid capacity. At least 2 days/week will be on-site at Children's Hospital of Philadelphia's Roberts Center for Pediatric Research.
- Rising junior or upper-class student with a minimum 3.0 GPA preferred.
- Internship will be completed for course credit

All individuals interested in the digital communications intern position should e-mail their resume, cover letter, and transcript (optional) to Lindsey Klinger-O'Donnell (klingerodl@chop.edu).

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