



Date: 10/07/2015

Internship Opportunity: Health Education Promotion through Social Media

Internship Type: Non-paid; negotiable duration terms

Purpose: To assist with building and managing CCHRC's social media networks for health education promotions; Opportunity to participate in various CCHRC technology-based programs including but not limited to palliative care, tobacco cessation and prevention, chronic disease and cancer education, child sexual abuse prevention, violence prevention, mental health campaigns, general health and teen health websites.

Duties and Responsibilities:

- Develop social media health promotion strategies and channels to promote CCHRC programs
- Manage CCHRC's online social network accounts (Twitter, Facebook, LinkedIn, YouTube) and social media tools
- Regularly distribute/post content and materials (articles, digital media, and announcements) onto CCHRC social media channels
- Assist with CCHRC program blogs and updates to generate interest in CCHRC
- Track social media health promotion efforts and web analytics, click rates, and impressions regularly
- Provide status report on a regular and timely basis
- Perform other tasks as assigned

Required Qualifications:

- Master's degree candidate
- Experience with utilization of social media channels for promotion (i.e. Facebook, Pinterest, LinkedIn, Instagram, YouTube, etc.)
- Good problem solving skills
- Strong writing and interpersonal communication skills
- Ability to work independently and as a team
- Ability to work under strict timeframes
- Detail oriented
- High Level of creativity
- Resourceful

Preferred, but not required, qualifications:

- Working understanding of search engine optimization and search engine marketing
- Ability to read and speak Chinese (Cantonese)
- Experience in a related field

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Benefits:

- Exposure to and hands-on experience in a variety of disciplines, including public health informatics, health communications, marketing, and social media
- Networking opportunities and job skills development
- Flexible schedule
- Fun and engaging work environment
- Letter of Recommendation for future pursuit of higher education, if appropriate

Application Process:

Send cover letter, resume and any links to previous related work (i.e. social media page, blogs) to:

Joyce Cheng, CCHRC
Program Manager
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