



Marketing and Communications Intern

InSight Telepsychiatry – MARKETING TEAM

Position Summary

InSight Telepsychiatry is looking for an ambitious and entrepreneurially-minded individual who has an interest in behavioral health marketing and communications. InSight's Marketing and Communications Intern will collaborate with the company's small DC-based marketing staff as well as our national team of colleagues. 20 hours per week, flexible.

This position covers a wide range of digital and healthcare marketing strategies including research, web design, campaign development and outreach, social media strategy, digital advertising, and the development of press releases, handouts and other marketing content. As a member of our small, fast-paced marketing team, this position requires a creative thinker and innovative collaborator.

This position is a good fit for academic internship requirements. Course credit is available. This position is paid.

Organization Overview

InSight is the leading national telepsychiatry service provider organization with a mission to increase access to quality behavioral health care through telehealth. InSight's behavioral health providers bring care into any setting on an on-demand or scheduled basis. With 17+ years of telepsychiatry experience and an active footprint in telepsychiatry-related advocacy, InSight is recognized as an industry thought-leader. InSight is the telemedicine arm of the CFG Health Network, a behavioral health organization that delivers onsite services across the spectrum of care. These roots in onsite care influence InSight's approach to appropriate, quality services delivered through telehealth. www.InSightTelepsychiatry.com

To apply: Send a cover letter and resume to Bradford Tucker on the InSight marketing team at btucker@In-sight.net.

Job Responsibilities

- Creating and designing researched-based marketing content
- Managing organizational social media profiles and contributing to social media strategy
- Conducting industry literature reviews and market analysis
- Creating, sending and tracking email newsletters
- Tracking online engagement analytics and strategizing accordingly
- Website maintenance and/or design
- Assist with requests for contributions to media
- Contribute to projects stemming from work with a PR firm
- Creating and managing online advertising opportunities



- Contribute to internal communications and engagement projects
- Other projects as assigned
- Writing, researching and editing blog posts

Job Requirements

- Excellent written and oral communication skills
- Ability to work independently
- Time management and organization skills
- Research skills
- Experience or familiarity with behavioral health, clinical psychology or healthcare
- Comfortable working with a remote team

Skills

Required - Research, Social Media, Comfortable working independently, Organization & prioritization skills, Communication skills

Preferred - Healthcare Marketing, Market Research, Google Analytics, Literature Reviews, Online Advertising, Behavioral Health, Clinical Psychology

Logistics

- Duration: 09/07/16 – 12/07/16 (flexible)
- Location: Washington D.C. – Dupont Circle
- Reports to Communication and Integration Coordinator