**College of Social and Behavioral Sciences**

**School of Communication Phone: 928-523-2232**

**PO Box 5619 Fax: 928-523-1505**

**Flagstaff, AZ 86011-5619**

**Internship Information Guidelines**

Thank you for your interest in providing one of our students with an internship. Please provide the following information so that we can publish this information in several locations accessible to interested students. Please feel free to respond on this form and send it back to us via email at [school.communication@nau.edu](mailto:school.communication@nau.edu). Please copy [Norm.Medoff@nau.edu](mailto:Norm.Medoff@nau.edu) on this email.

**Organization offering internship:**

Carrie Heinonen, Director of Marketing and Community Relations

Summit Center / Northern Arizona Orthopaedics

Phone: 928-226-2936

Fax: 928-226-3071

Email: [heinonenc@northazortho.com](mailto:heinonenc@northazortho.com)

**When internship is to take place**:

* Two semesters, preferably starting Summer 2014 (this may be too late, in that case, Fall of 2015)

**Type of Internship Offered** (Internship Title and Responsibilities):

* Title: Marketing and Community Relations Intern

**Responsibilities:**

* Represent Northern Arizona Orthopaedics: NAO is the region’s largest comprehensive orthopaedics, sports medicine and rehabilitation practice, with 14 fellowship-trained physicians caring for patients in Flagstaff, Sedona, Page and Prescott Valley. Our approach to care is about helping active people keep their quality-of-life, as well as building relationships with our patients, their families and the communities we serve.
* Represent the Summit Center: The Summit Center is a 50,000 square-foot orthopaedic care delivery facility conveniently located across the street from Flagstaff Medical Center. It is home to four entities – Northern Arizona Orthopaedics, Urgent Ortho, DeRosa Physical Therapy and Summit Surgery Center. Modern in architecture and simple in design, the building has been a place of convenience and comfort for patients coming from the far reaches of Arizona and beyond. Individuals needing evaluation, diagnosis, treatment and therapy for their bone, joint or muscle problems and injuries, come to the Summit Center, the only one of its kind in Northern Arizona.

**The intern will assist with the following:**

* Marketing and Public Relations
* Social Media / Social Marketing
* Event planning, implementation (may require weekend work)
* Distribution of Collateral Materials (must have car)
* Communication and Writing
* Basic Graphic Design
* Newsletters
* Database Management
* Market Research
* Project Management
* Press Releases
* Special projects as assigned by Leadership and/or CEO

**Paid/Unpaid** (if paid, please put type of payment e.g. stipend or salary):

* Stipend at end of semester ($300 Summer / $500 Fall or Spring)

**Total number of hours of work per week**:

* 12-20 hours per week / per complete semester

**Total number of weeks** **(an academic semester for fall or spring is 16 weeks long, for the summer it is 12 weeks long):**

* 12-16 weeks depending on semester

**Special skills requested**

* Strong knowledge of business practices, professional, critical thinker, innovative and creative
* Writing and communication skills
* Adobe InDesign, Photoshop, Illustrator, Acrobat (on Windows platform)
* Facebook, Twitter, Slideshare, YouTube/Google + } social media in general
* PR/Advertising
* Preferred but not necessary:
  + Web Content Management Software
  + Strong online research skills
  + Special event planning
  + Windows Powerpoint

**Please provide any additional information for interested students:**

Students work directly with the Marketing Director as well as others on the 5-person Leadership Team. Visit [www.northazortho.com](http://www.northazortho.com) and [www.facebook.com/northazortho](http://www.facebook.com/northazortho)

To learn more.

Students must have a minimum of a 3.0 GPA (on a 4.0 scale) and be a junior or senior in order to qualify for formal internship credit. We prefer students who are working toward a degree in Communication, Business, PR/Advertising or Marketing.

Student must have their own car for transportation and be willing to work some weekends.

Thank for your interest in our students. I look forward to working with you.

Norman J. Medoff, Ph.D.

Professor and Director

Internship Coordinator

School of Communication

College of Social and Behavioral Sciences

Phone: 928-523-8257