

# Say Yes Buffalo Internship Opportunity

**Internship Title:** Communications Intern

**Organization Name:** Buffalo Niagara Medical Campus

**Location:** The Innovation Center at 640 Ellicott Street, Suite 400, Buffalo, NY 14203

**Website:** [www.bnmc.org](http://www.bnmc.org)

## **Organization Description/Profile:**

The Buffalo Niagara Medical Campus, Inc. (BNMC) is a nonprofit organization dedicated to innovation, job creation, and urban revitalization. It serves as the umbrella organization of the institutions that make up the Buffalo Niagara Medical Campus located within the 120-acre campus bordering Allentown, the Fruit Belt and Downtown. The BNMC fosters conversation and collaboration among its member institutions, its partners and the community to address critical issues impacting them, including entrepreneurship, energy, access and transportation, workforce and procurement, neighborhoods, and healthy communities, with the goal of increasing economic development and building a strong community.

## **Internship Duties and Responsibilities:**

- Assist in developing a marketing plan for BNMC's Summer of Wellness activities, including outdoor music, yoga, guided walking tours and more. S/he will help coordinate, plan and devise a marketing & communications strategy for our signature summertime events, including BNMC Fit employee wellness fair and BNMC Summer Block Party.
  - Assignments include: developing social media, web and e-newsletter content, creating video, and assisting in development and distribution of flyers and other promotional materials.
- Interview campus employees and write profiles for our GoBNMC commuter campaign, featuring those who walk, bike, take transit or carpool to work.
- Learn how to and help create data & analytics reports for BNMC's digital communication vehicles, including the website, video, podcast and social media platforms.

- Learn how to use Google Analytics, YouTube Analytics, Facebook Business Manager and others to report out on metrics such as: impressions & reach, views, audience demographics and more.
- Write feature articles and blog posts on a variety of communication vehicles, including BNMC websites, e-newsletters and other publications.

**Minimum Requirements**

- Full time college undergraduate student, in good academic standing
- Say Yes program scholar
- Studying marketing, communications, public relations, or related field

**Intern takeaways:**

Our intern will have the opportunity to work independently and as part of the team to help develop and promote our summer programming for the 16,000 employees who work on the Medical Campus. S/he will have a portfolio of writing at the end of the summer, learn social media best practices, and develop data and analytics skills.

**Duration of employment:** Approximately 12 hours per week for 12 weeks this summer.

**Compensation:**

- Compensation will be a \$500/per month stipend (non-taxable income) based on hours.

**Accommodations:**

- The Say Yes Internship Program is committed to providing equal access to individuals with disabilities, including physical access to programs and reasonable accommodations for interns.

**To apply, submit:**

Resume

Cover letter to: [buffalointernships@sayyestoeducation.org](mailto:buffalointernships@sayyestoeducation.org)

**Deadline:** April 13, 2018

