

Say Yes Buffalo Internship Program

Posting Submission Form

Organization Name: Buffalo Niagara Medical Campus

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

Website: www.bnmc.org

Submitter Name: Sarah Warner

Position Title: Marketing & Communications Manager

Email Address: swarner@bnmc.org

Organization Description/Profile:

The Buffalo Niagara Medical Campus, Inc. (BNMC) is a self-sustaining social enterprise successfully combining innovation, job creation, and urban revitalization. It serves as the umbrella organization of the anchor 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 Title: Communications/PR Intern

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.
- Develop profiles for our GoBNMC commuter campaign, featuring employees who walk, bike, take transit or carpool to work.
- Create data & analytics reports for BNMC's digital communication vehicles, including the website, video, podcast and social media channels.

- Using Google Analytics, YouTube Analytics, Facebook Business Manager and others, the intern will be responsible for reporting 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 autonomously 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.

Organization Takeaways: Interns are a very important part of our small team. We look forward to getting younger people involved in our organization and learning from them as they learn from us.

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.
- NOTE: Any determination regarding academic credit will be made by the intern's academic department.

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. Organizations should indicate in their internship descriptions reasonable ways in which they can accommodate candidates with disabilities.

To apply, submit:

Resume

Cover letter to: buffalointernships@sayyestoeducation.org

Deadline: April 13, 2018