

Healthcare Social Media  
Communication Interns Wanted

---Prefer Students Who Live Locally--  
--Fax or email your resume, or call for more information--

Lawson Social Media Group  
748 E. Bonita Road, Suite 204  
Pomona, CA 91767  
Phone (888) 380-6337  
Fax (866) 380-6337  
Email - glawson@csusb.edu

**General Information**

Lawson Social Media Group (LSMG) is a new company that specializes in healthcare. We are creating four healthcare related YouTube channels with associated podcasts, website, Pinterest, facebook, LinkedIn, Google+, Twitter and others. Additionally, we are doing social media for healthcare clients, and we are doing a demonstration project with a physician in Diamond Bar. Each Intern will be assigned to a specific project, and will be responsible for creating results. For instance, the Channels will be evaluated by increased numbers of subscribers. All the associated social media

This unpaid Internship can be scheduled 4-16 hours per week on a flexible basis.

**Job Position:**

Social Media Coordinator \_\_\_\_\_ (Name of project or channel)

**Qualifications:**

The applicant must have experience and interest in digital recording and editing skills and be familiar with tools such as Adobe. This applicant must also have some experience working with audio mixers, microphones, and amplifiers. This individual should additionally have good people skills; work well with others, have some basic teaching ability and be able to assist in learning basic digital audio and video recording skills.

**Duties and Responsibilities:**

Copy/script writing skills and the ability to assist with voiceovers is a plus. If you are outgoing, and would enjoy, being in front of the camera or hosting a podcast, that is a possibility. You may also be creating content, evaluating social media results, creating and initiating a campaign, getting video and audio shoots. The Social Media Student Intern will do research, shoot the videos, set up lighting, scene development and production.

Outside of production duties, this coordinator will work closely with the Social Media Director, Social Media Editor and the Managing Director and will likewise assist in the management and maintenance of much of the production room audio and video equipment. The Social Media Coordinator assists in the recording, editing, production and uploading of promotional, public service and commercial messages. He/she may work as a team member on other sites and projects, as needed. The Social Media Coordinator will work closely with the staff who are responsible for sales, client relations and advertisers.