



Form 1: Internship Description

Office of Practice and
Learning
DSHS Internships

Internship/Practicum Title					
Digital Health Communications Internship				Preceptor Name and Title: Alex Whitman, Deputy Communications Director	
Brief Description Include purpose and goals					
Looking for intern with strong digital communications skills, e.g. social media, design, writing, design, and/or video, to join our small but mighty communications team. This position will assist with management of agency Facebook, Twitter, Instagram, and YouTube pages, and related health messaging strategies. Position will also have opportunity to work on myriad health promotion and behavior change campaigns, e.g. adolescent vaping, obesity, chronic disease, etc.					
			Total Weekly Hours: 20-25 hours negotiable	Paid: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Travel Required? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DSHS Division: Center for External Relations		Program: Communications		Region: Central Office	
				Internship Location: Austin	

Population Focus: Infants; Adolescents; Adults and Mothers; Children with Special Healthcare and other Special Populations; DSHS employees

Functional Focus: Program Planning, Development, Implementation and Administration; Research

Dimensions of Public Health: Prevention-Health Promotion; Chronic Disease; Oral Health; Behavioral Health

DSHS Host Program Summary

Enter a brief narrative description of the mission, purpose and functions of the Host Program area within which the Internship is operated.

The DSHS Communications department resides within the Center for External Relations, and is comprised of web, marketing, social media, design and video services. Our mission is to effectively brand DSHS as the public health leader in Texas. Working with agency program partners, our messaging consistently communicates how DSHS improves the health, safety and well-being of Texans.

Internship Details

Learning Objectives (minimum of 3)

What do you expect the student to learn upon completion of a successful internship?
<ul style="list-style-type: none"> • Learn digital technology's role in addressing a range of pressing public health issues. • Learn how to develop high-quality, strategic communications content including but not limited to social media, design, video, and web. • Learn how behavior change theory, utilizing market research and best practices, can positively influence health outcomes.
Intern Activities
What will the intern do during their internship? Use verbs to describe activities.
<ul style="list-style-type: none"> • Develop digital health promotion messaging for agency's social media channels • Support social media, design, editorial and web services teams in content creation, strategy, production. • Contribute ideas, strategies, digital communication skills to agency-wide creative campaigns, social media channels. • Participate in communications-related strategy and production meetings with program partners, stakeholders, and public awareness campaign vendors.
Intern Deliverables (at least one)
What will the intern produce or complete at the end of the internship?
PowerPoint presentation of portfolio generated during internship.
Relevant Statutes or Policies
What statutes, laws, regulations, or policies are at the basis of the internship?
N/A

Applicant Qualifications

Required	Skill (check all that apply)	Proficiency (check one for each app.)
	<input checked="" type="checkbox"/> Microsoft Office: <input checked="" type="checkbox"/> Word <input checked="" type="checkbox"/> PowerPoint	<input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced
	<input checked="" type="checkbox"/> Other software applications: Adobe Creative Suite, Hootsuite, Canva	<input checked="" type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced
	Academic level and/or degree or field/discipline Graduate or undergraduate in communications-related field/area of study	
	Other required qualifications (list below) <ul style="list-style-type: none"> • Intrinsically motivated for excellence • Mission-driven, passionate about health • Trustworthy • Hardworking 	
Preferred	Skill (check all that apply)	Proficiency (check one for each app.)
	<input checked="" type="checkbox"/> Microsoft Office: <input checked="" type="checkbox"/> Word <input checked="" type="checkbox"/> PowerPoint	<input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced

	<input checked="" type="checkbox"/> Other software applications: Adobe Creative Suite, Hootsuite, Canva	<input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced
	Academic level, degree and/or field Communications-related field/area of study	
Other preferred qualifications (list below) <ul style="list-style-type: none"> Design/video/content portfolio demonstrating creativity, strategic content development and social media platform experience 		

Application Instructions

Qualified and interested applicants must submit the following items to the contact below:

<input checked="" type="checkbox"/> Application	<input type="checkbox"/> Letter of Interest [BR applicants only]	<input type="checkbox"/> Two letters of recommendation Instructions: 1 letter from current or former supervisor if applicable and/or 1 or both letters from faculty members (in lieu of reference checks).
<input checked="" type="checkbox"/> Resume	<input checked="" type="checkbox"/> Writing Sample	<input checked="" type="checkbox"/> Other documents: Creative/writing portfolio if available

Contact Information

Contact Name and Information	Name: Craig Gilden Title: Education Coordinator Email: internships@dshs.texas.gov
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