

VANDERBILT  UNIVERSITY  
MEDICAL CENTER

**Department of Plastic Surgery  
Vanderbilt University Medical Center**

**INTERNSHIP INFORMATION**

Department of Plastic Surgery Communications Intern

Paid internship: \$10-12/hour (depending on experience and background); 10 hours a week

**JOB SUMMARY**

Develop and maintain social media content, write and edit blogs, and develop marketing materials for Plastic Surgery specialties, particularly aesthetic surgery. In this internship, you will get to work with plastic surgeons, clinical staff, and clinic and department leadership.

**KEY RESPONSIBILITIES**

**Social media**

- Develop and execute a regular social media editorial calendar for <https://www.instagram.com/vumccosmetics/> (minimum of 3-5 posts per week)
- Monitor the VUMC Cosmetics Instagram channel and appropriately respond to comments (with guidance from the social media team in Strategic Marketing and oversight from the department leadership)

**Content marketing**

- Work with managing editor of My Southern Health and department leadership to develop consumer-friendly article topics related to plastic surgery (approximately 1 per month)
- Interview subject matter experts in the department
- Write articles using Associated Press style, Plain Language and at appropriate literacy level
- Submit SME-approved content for publication on My Southern Health

**Other duties as assigned**

- May develop content for marketing materials and websites (in collaboration with Strategic Marketing)

**BASIC QUALIFICATIONS**

- Current Full- or Part-time upper level Undergraduate or Graduate level Communications Student
- Familiarity with Instagram
- A self-starter who requires little oversight
- Writing skills are a must
- Photography, video and/or graphic design skills are a plus
- 3-5 writing/creative samples requested
- 6 month commitment desired, with option to renew

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HELPFUL LINKS

<https://www.vumc.org/deptplasticsurg/>

<https://www.vanderbiltcosmeticsurgery.com/>

<https://www.instagram.com/vumccosmetics/?hl=en>

<https://www.instagram.com/vumcplasticsresidency/?hl=en>

<https://www.vumc.org/socialmediatoolkit/>

To apply please send a current resume to:

Sallie Walker, Department Administrator, [sallie.h.walker@vumc.org](mailto:sallie.h.walker@vumc.org)

Cynthia Manley, Director of Content Marketing and Social Engagement,  
[Cynthia.manley@vumc.org](mailto:Cynthia.manley@vumc.org)