



## **Public Relations and Marketing Department**

Richmond University Medical Center's Public Relations and Marketing Department is the eyes, ears, and voice of the hospital. The department is responsible for media relations, marketing, community outreach, internal and external publications, and website management, among others.

The Public Relations and Marketing volunteer is responsible for helping the Public Relations and Marketing Department promote and expand the presence and reputation of Richmond University Medical Center, Richmond Health Network, Staten Island Mental Health Society, and additional affiliates (further referred to as AFFILIATES) throughout Staten Island and the New York City Metropolitan area.

### **Primary Responsibilities:**

- Assisting department staff with proof reading content that will be used for advertising.
- Assisting with drafting content for flyers, newsletters, and advertisements.
- Assisting department staff at community health screenings, ribbon cuttings, and outreach events to distribute information to the community.
- Reaching out to local community partners for potential events where the hospital can promote their services and/or provide free health screenings.
- Outreach to local community organizations for distribution, training and presentations for Naloxone (Narcan) Kit to reverse the effects of an opioid overdose.
- Assisting with the growth and development of the volunteer program for the hospital.
- Conducting research to help the department develop ads, marketing campaigns and messaging for the hospital.

### **Minimum Qualifications:**

- Journalism, English, Public Relations, Marketing or other major.
- Shows a strong interest in learning about healthcare/marketing/public relations/community outreach.
- Social personality paired with professional acumen.
- Proficient navigating Microsoft Office.
- Available to volunteer any time from 8am – 4pm with potential additional volunteer opportunities on weekends to assist with outreach events.

**Location: 355 Bard Avenue, 6<sup>th</sup> Floor**