Career Development Opportunity

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Are you a BHSU Alumni?: No  
If yes, what year did you graduate?:

Opportunity Details
Business, Company, Organization Name: Meyer Dana Orthodontics  
Company Description: At Meyer & Dana Orthodontics, it is our privilege to provide you the highest quality orthodontic care in a friendly, comfortable, and caring environment. Whether you're an adult, adolescent or child, our team is committed to helping you achieve the smile you desire - a healthy, beautiful one.

Opportunity Offering: Internship
Work Study Options:
Opportunity Title: Public Relations Specialist Intern
The opportunity will take place in?: Rapid City, SD
Start Date: 1/6/2020
End Date: 6/1/2020
Weekly Hours: Based upon availability of intern

Hourly Wage:
What does the opportunity provide?:
The BHO Public Relations Specialist Intern will assist the BHO leadership team for the purposes of marketing strategies. Currently the strategies are focused on Meyer and Dana Orthodontics in Rapid City, SD. Rapid City Orthodontics in Rapid City, SD, Meyer and Dana Orthodontics in Spearfish, SD and Meyer and Dana Orthodontics in Gillette, WY with planned future growth and additional locations. Strategies include but are not limited to:
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Social Media Marketing (SMM)
Content Marketing
Email Marketing
Online Advertising
Landing Page Marketing
Smartphone Marketing
Affiliate Marketing
Viral Marketing
Signage
Community Events
In Office Events
Branding Exposure
Reviews
Website & Blogging
What are the characteristics of a qualified candidate?:

Honesty:
The PR Specialist must be upfront, honest and stick to the BHO Core Values to enhance networks and the quality of work life.

Relationship-building Skills:
Building a professional network is a crucial skill for success in PR. Your ability to build relationships in expressing your confidence and charisma will complement oral and written communication skills, making you a great PR representative with both internal and external customers/vendors/suppliers.

Multi-tasking in a High Pressure Work Environment:
In the high pressure environment of PR, the ability to work on multiple projects at any one time will be part of everyday. This means handling multiple BHO entities and projects with varying needs and differing deadlines.

Attention to Detail:
Accuracy in work is essential for a successful and long career in PR. The ability of a PR Specialist to tell their clients’ stories through the fast-paced and ever-evolving media demands accuracy and attention to detail.

Adapts to Change:
The media landscape is constantly changing. People are consuming media through apps and social media more than ever, where click bait as a style of reporting is normal. As a PR Specialist, you must be flexible and adapt to these changes.

Strategic Thinking:
PR Specialists must have the ability to think on their feet. It’s now very rare to meet journalists and media buyers face-to-face, so quick strategic thinking will help you get across the BHO brand, make a pitch, run events and successfully execute campaigns. Excellent strategic thinking comes from a place of passion, vision, and knowing your subject matter like the back of your hand.

Social Media Savvy:
PR specialist must be able to create content on Facebook, Instagram for campaigns, etc., including the use of videos.

Write Well:
Polished writing skills is extremely important for a PR Specialist. The more styles you can write in, the better!

Presentation Skills:
Great oral presentation and communication skills are a must. Having the skills to present remotely and have the presentation be engaging and interactive is a requirement for this position.

Budgeting Skills:
Creating and living within a budget is essential in the PR Specialist position with many projects going simultaneously. Budgeting skills includes: creating, tracking, justifying variance to budget and the strategies to get back into budget, as well as making presentations to the BHO leadership team.

Use of Analytics and Metrics:
Using analytics and metrics to demonstrate proof of a return on investment (ROI) and cost
benefit to BHO will become your best friend and a requirement for this position.

Project Management Skills:
Using Project Management software for tracking of tasks, inter-dependencies and competing projects with people, timelines, costs, etc. is a must in this position.

What skills are needed to be successful?:
Strong interpersonal, teachable, organizational, problem-solving, research, and communication skills; knowledge of Apple iPhoto or Adobe Photoshop, web design software, and social media applications.

Application Process:
Send resume to miranda@meyerdanabraces.com.

Application Deadline: 12/9/2019