

Social Media Intern

Employer: Red River Family Clinic
Reports to: Marketing Director
Term: 9/22/25-12/22/25, 10-20 hours per week
Pay: \$14 per hour
Location: Remote or In-Person Opportunity
115 Medical Drive Ste. 101
Victoria, TX 77904

JOB SUMMARY: The Red River Family clinic is looking for a Social Media Intern to bring fresh ideas and creativity to their marketing team. As the social media intern, you will be in charge of creating engaging content and promoting patient outreach. This opportunity is a great way to gain practical experience in healthcare marketing, build content creation skills, work on social media strategy, and brand promotion.

TYPICAL DUTIES AND RESPONSIBILITIES:

Duties include, but are not limited to the following:

1. Create content for social media by following marketing calendars created by leadership.
2. Manage content by responding to comments on posts.
3. Check in on patient satisfaction by following up after patient experiences for testimonials.
4. Increase volume of reviews through patient outreach.
5. Engage with team members to understand the clinic brand and services.
6. Other duties as assigned by supervisor.

INTERN LEARNING OBJECTIVES:

- Apply theoretical knowledge of marketing to the real world.
- Learn to create content calendars and scheduled content on various platforms.
- Understand the importance of branding when operating social media accounts.
- Develop proficiency in reviewing analytics and tracking Key Performance Indicators (KPIs).
- Gain insight into the Healthcare Marketing field.

REQUIRED QUALIFICATIONS:

1. Currently enrolled at Victoria College with a pathway in Marketing, Communication, Public Relations, Graphic Design, Business, or a related field.
2. Strong interest in marketing and creating engaging content.
3. Reliable and able to meet specified deadlines.
4. Excellent communication skills and attention to detail.
5. Reliable internet access for remote eligibility.

TO APPLY:

Please send a copy of your resume and cover letter to Blake Brittain at Blake.Brittain@VictoriaCollege.edu. Both documents must be present to be considered for this opportunity.