

Name of Organization: Shady Grove Fertility

**Address: 9600 Blackwell Rd., Ste 500
Rockville, MD 20850**

Program/Department: Practice Development, Marketing

Contact Person: Jean Dzierzak

Job Title: Director, Marketing Communications

Phone: 301.545.1375 Fax: none E-Mail: Jean.Dzierzak@integramed.com

Description of Site:

Professional office environment, detached from clinical site, which is across the street.

Preceptor's Position: (Brief Description of Responsibilities)

To oversee Marketing Department and New Patient Center operations and execution of expansion strategies in order to increase market share and enhance brand awareness.

Function of Department: Brand awareness and expansion, physician referral development, word of mouth referral development, direct to consumer growth, etc.

Internship Job Description: (Specific Duties/Learning Opportunities)

- Work directly with Project Leaders, the Management Team, and Field Team to complete a range of assignments, giving exposure to all parts of Marketing and Practice Development.
- Support staff in executing the department's strategies and key initiatives.
- Track, report, and communicate project progress, challenges, and outcomes. Communicate project success criteria to involved parties throughout project life cycle.
- Develop and distribute status reports from the project team, analyze results, and troubleshoot problem areas.
- Help identify and utilize best practices for project execution.
- Support other team members, managers, and physicians through your unique skill sets. (i.e., technology, design, copywriting, reporting, etc.).
- Measure marketing activity to gauge performance, ROI, and engagement. Seek opportunities for improvement based on insights gleaned.
- Utilize multi-channel marketing communication solutions targeted to different audience segments/needs.