

**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.