

Hilton Head Health Institute Marketing Internship

Application Packet

The Hilton Head Health Institute (H³I) is a clinically proven, program driven, Lifestyle Modification and Weight Loss Program. Our curriculum is designed to provide an ideal balance of structured learning and experiential activities resulting in a lifestyle change that is both *measurable* and *sustainable*.

Fundamental to our belief system is that individuals must take *personal responsibility* for their health. Only then can one strive for a positive outcome. Based on this belief, the Institute program is founded on the following principles:

- **Clinically Proven**
- **Lifestyle Enhancing**
- **Longevity Based**
- **Wellness Oriented**
- **Health Promoting**
- **Self-Discovery Driven**

The Hilton Head Health Institute provides a unique blend of structure and support located in a resort environment to create a peaceful and relaxing learning retreat. Our programs provide education and experience from the four main elements essential to total wellness:

Lifestyle Management™	-stress reduction, mind/body health, mindfulness, and self-concept
Lifestyle Education™	-disease prevention, health habits, nutrition, weight management
Lifetime Fitness™	-healthy activity, sport specific exercise, injury prevention
Total Lifetime Nutrition™	-H ³ I nutrition plan, meal planning, culinary demonstrations, nutrition recommendations

Our highly qualified professional staff includes health educators, exercise physiologists, registered dietitians, behavior counselors, physical therapists, registered nurses, culinary experts, and hospitality professionals. In addition, a nationally renowned Advisory Committee consisting of professionals from a variety of disciplines including exercise physiology, nutrition, medicine, and behavioral counseling provide information on the latest developments in health and wellness.

Each guest is assigned a Lifestyle Coach who serves as a personal guide and mentor to assist in the transition to a healthy lifestyle. Together, they develop an individualized action plan based upon current health status, personal health goals, and readiness for change. Guests then work closely with their Lifestyle Coach to achieve their goals and progress to a successful home-based program.

The Institute is recognized as a leading facility for Weight Loss and Weight Management. For over 30 years, our programs have helped countless people feel better, look better, and get healthy. Based on sound, clinically proven principles and located in a relaxed and caring atmosphere, H³I's goal is to improve quality as well as longevity of life. At the Hilton Head Health Institute, we want to help you *Get Serious™* about your health.

H³I Marketing Internship

During the marketing internship experience, the intern will be exposed to and assist with many different aspects of marketing and sales. As an intern at H³I, you will have an opportunity to establish your knowledge and expand your learning through new and different project challenges. The intern will be responsible for assisting in marketing efforts along with assisting Program Consultants. Duties and responsibilities are discussed in more detail below. The intern can expect guidance and support from a highly trained professional staff with expertise in their related health promotion area. Specifically, the Marketing Intern will be supervised and mentored by the Marketing Director.

Our intention is to extend and expand the intern's education. While providing opportunities for them to reinforce their strengths, interns will also address and strengthen weaker areas of interest or talent. Ideally, this will allow the intern to participate in an extensive learning opportunity.

The intern's *professional development* is the emphasis of the H³I Internship Program. Realizing that the intern is not a staff member, responsibilities will be educationally value-added. Assignments will be driven by answering the question, "How will the intern be educated in this area – how will this give them better understanding and render them more marketable?" We intend for the intern to be exposed to the myriad of concepts and responsibilities that result in the Institute's success.

Curriculum

Both **graduate** and **undergraduate** students obtaining degrees in Marketing, Public Relations, Advertising, and Health Promotions professions or other relevant fields can participate in this "hands-on" practical training. Internships will be **16 weeks** in duration.

Upon completion of the Internship, the intern will have made useful contributions to the Hilton Head Health Institute, the Marketing Department, and marketing projects related to H³I's philosophy.

The H³I Internship program **will last 16 weeks** progressing through each of the following areas:

Week 1: Internship Orientation Period

During Week 1, Intern will attend orientation with registered guests and participate in select Program classes and fitness activities while beginning to take on intern responsibilities.

Weeks 2-15: Marketing Experience

During Weeks 2-15, Intern responsibilities will include but are not limited to:

- Assisting Program Consultants with answering phones, transferring calls, and assembling and mailing brochures
- Preparing daily/weekly/monthly reports and documents for Sales & Marketing
- Assist with coordination of newsletter and e-newsletter content and in-house marketing efforts
- Support Marketing Director in public relations, marketing and advertising
- Other Sales & Marketing duties as required

Week 16: Project Presentation and Internship Analysis

Intern presents selected subject matter (selected by degree supervisor or with assistance from Internship Supervisor) to staff

Eligibility:

Eligible applicants must be enrolled in a graduate or undergraduate degree-seeking program in Marketing, Public Relations, Advertising, Health Promotion or a related field.

Special Qualifications:

Students working in this program should have the following qualifications:

1. Proficiency in Microsoft Excel, Microsoft Access, Microsoft Word and Microsoft Word
2. Ability to relate to different personalities on a personal level as well as impersonal due to high amount of phone coverage
3. Effective communications skills, pleasant phone demeanor
4. Ability to work in a professional setting alongside a professional staff
5. Strong multi-tasking skills – ability to shift from one task to another
6. A general understanding of the essential functions of good health
7. Current CPR Certification
8. Student Liability Insurance
9. Clean driving record

Duration:

The Hilton Head Health Institute will accommodate students during each season. Length of internship is **16 weeks**.

Housing, Board, Stipend:

Housing and H³I meal plan are provided to the intern. Weekly \$100 stipend.

Application Deadline:

Applications will be reviewed on a rolling-admission basis.

CONTACT PERSON:

For additional information or an application, please contact:

Cheney Maddox

Marketing Assistant

Hilton Head Health Institute

14 Valencia Rd.

Hilton Head Island, SC 29928

EMAIL: cmaddox@hhhealth.com

PHONE: (843) 785-3286 ext. 109

Hilton Head Health Institute Internship Program

Application

Please provide all information requested and submit to:

Hilton Head Health Institute
Attn: Cheney Maddox
14 Valencia Rd.
Hilton Head Island, S.C. 29928

**Incomplete and/or ineligible applications will not be accepted.*

I. APPLICANT INFORMATION

Name & Credentials: _____

Mailing Address: _____

Phone: (Home) _____

(Work) _____

E-mail address: _____ Social Security Number: _____ - _____ - _____

II. ACADEMIC INSTITUTION INFORMATION

Name of Institution: _____

Address: _____

Does your University require an Internship? () YES () NO

If yes, how many hours are required? _____

Name of Faculty Advisor: _____ Telephone: _____

III. STUDENT/APPLICANT CREDENTIALS

Please enclose the following documents in the order requested:

- Resume or c.v.
- Current transcripts and grade point average (nonofficial copies of the transcript are adequate)
- Copy of CPR card
- Three written references (one each from your Advisor, employer, other)

IV. AVAILABILITY

Indicate time frame you are available for a **16-week** internship: _____

V. FACULTY RECOMMENDATION

List names, addresses, and telephone numbers below for two faculty members who can support you as a qualified candidate for this program. These references may or may not be contacted.

A.

B.

VI. APPLICANT ESSAY: In an essay of 500 words or less, please address the following:

- A. Your academic experience and career goals
- B. Highlight any academic or professional experiences, special skills or talents as they relate to the internship opportunity
- C. Your motivation for applying for the described internship opportunity

VIII. SIGNATURE OF APPLICANT

By signing below, I certify that I am eligible to apply to the Hilton Head Health Institute Internship Program, that I meet the eligibility requirements as described above, and the information that I have provided in this application is accurate.

Print/type name & credentials

signature

date

IX. HOW DID YOU HEAR ABOUT THE HILTON HEAD HEALTH INSTITUTE PROGRAM INTERNSHIP?
