



Public Relations Coordinator Internship

The goal of this internship is to give candidates useful, resume-building experience in the Public Relations field.

Job Summary:

Candidates will assist the Public Relations Director in raising mission awareness in order to raise clients and charitable donations through daily print and online communications initiatives. Tasks include writing press materials, newsletter copy, a blog, online social networking activities, coordinating special events, overseeing employee outreach initiatives, and additional duties as assigned.

Status:

Part-time, 20 hours per week minimum; unpaid; flexible hours and work location; available year-round by quarter, semester or season.

Duties & Responsibilities:

Assists director with planning public relations activities
Organizing and maintaining print and broadcast clippings
Photography
Creating and updating media lists and calendar of releases
Copywriting for print and web marketing
Other duties as assigned

Organizational Structure:

Reports to Public Relations Director

Candidates Must Possess (Required skills and attributes):

Working knowledge of Microsoft Office Products including Excel, Word, PowerPoint, and Outlook.
Strong interviewing and writing skills for feature stories
Familiarity with web-based tools for social networking and tracking industry headlines
Familiarity with desktop publishing and design tools such as Adobe Creative Suite
Familiarity with HTML and web editing tools such as Macromedia Contribute
Ability to work in a fast paced environment: detail oriented; able to work independently; organized with excellent written and verbal communication skills.
Candidate must be a degree-seeking student at an accredited college or university.

The Ideal Candidate Should Possess (Preferred skills and attributes):

Practical special events experience in a professional or college setting.
Familiarity with the Health and Human Service Industry, including mental health, child development and early intervention areas.

Journalism, Marketing, and/or English majors preferred.

Send inquiry, resume and writing sample to:

Jahara Davis, Public Relations Director
Riverbend Head Start & Family Services, 550 Landmarks Blvd., 3rd Floor, Alton, IL 62002
jdavis@riverbendfamilies.org