Public Relations Intern Job Description

**Department:** Public Relations

**Intern Title:** Public Relations Intern

**Overview:** This internship provides an introduction into the varied responsibilities of a public relations/marketing/communications professional in general, and into the non-profit/museum environment in particular. This internship is heavily focused on electronic media including blogging, social media, and e-communications.

**Level of Responsibility:** Reports to the Acting PR Director and/or Electronic Communications Manager

**Specific Duties and Responsibilities:**
- Become familiar with the galleries and collections of the Center of the West to gather content for social media.
- Communicate to the institution’s constituencies via social media (daily) and staff blog (weekly).
- Research, write, and distribute news releases.
- Monitor daily news reports from Vocus PR Cloud-based software.
- Communicate each week by e-mail to area tourism-related businesses regarding the Center's activities, programs, and news.
- Learn/apply various site analytics such as Google analytics.
- Coordinate with PR team to ensure that all communications—whether e-mailed, added to the website, or distributed through social media, and either text, image, or video—have a consistent message.
- Attend museum-wide meetings, including regular intern briefings about museum.

**Qualifications:**
- Currently enrolled in, or have recently completed, college coursework in public relations, marketing, communications, or similar subject.
- Excellent writing skills including syntax, usage, and creativity.
- Command of Microsoft Office, Internet, and e-mail applications.
- Command of, and interest in, social media.
- Demonstrated initiative and self-motivation.
- Able to work with minimal supervision.