

Public Relations Digital Media Intern Job Description

Department: Public Relations

Internship Title: Digital Media Intern (2019)

Overview: This internship is focused primarily on digital media including social media, blogging, and e-communications—a very fast-paced part of the Center’s Public Relations (PR) Department, especially during the summer season. It also 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.

Level of Responsibility: Reports to PR/Marketing Manager 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.*
- Coordinate with PR team to ensure that all communications—whether e-mailed, added to the website, or distributed through social media, and whether text, image, or video—have a consistent message.
- Communicate to the institution’s constituencies via social media (daily) and blog post (weekly).
- Monitor daily news reports from Cision, PR’s Cloud-based software.
- Monitor posts on popular travel sites such as TripAdvisor, Expedia, and Travelocity.
- Respond to questions and comments on social media sites.
- Communicate each week by e-mail to area tourism-related businesses regarding the Center’s activities, programs, and news. (“Buffalo Billboard”)
- Research, write, and distribute news releases as needed.
- Learn/apply various site analytics such as Google analytics if time allows.
- Attend museum-wide meetings, including regular intern briefings about the Center.

Qualifications:

- Currently enrolled in, or have recently completed, at least the sophomore level of college coursework in public relations, marketing, communications, writing for business, or similar field.
- Excellent writing skills including syntax, usage, and creativity; *please submit three writing samples with application.*

- Command of Microsoft Office, Internet, and e-mail applications.
- Command of, and *enthusiasm for*, social media, especially Instagram, Facebook, and Twitter. *Preference is given to those applicants with at least one social media account.*
- Demonstrated initiative and self-motivation.
- Able to work with minimal supervision.