

Marketing and Public Relations Intern

Department: Marketing and Public Relations Reports to: Director of PR and Marketing

DESCRIPTION

This internship will support the director of marketing and public relations in some or all of the following areas, dependent on the applicants experience, skills, and course of study: social media, marketing research and development, writing, photography, event planning, and design.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Writing for blogs, press releases and articles
- Attend health fairs and other events as needed
- Assist with social media and website.
- Proficient computer skills (Office Suite a must, design software a plus (InDesign, Photoshop, etc.)
- Excellent written and presentation skills
- Exceptional interpersonal skills
- Work with various YWCA departments in creating or maintaining marketing goals.
- Attend meetings and trainings as assigned
- Assist with organizing files as needed
- Other duties as assigned

QUALIFICATIONS REQUIREMENTS

To perform this internship successfully, an individual must be willing to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

- Coursework at a college junior and senior level preferred in marketing, public relations, communications, or related field

LANGUAGE SKILLS:

- Proficiency in English required
- Strong verbal and written communication skills required

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Multi-tasking skills necessary

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an intern to successfully perform the essential functions of this internship opportunity. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this internship, the intern is frequently required to speak, hear, read, and write. Specific vision abilities required by this position include close vision, depth perception, and the ability to adjust focus. The intern is frequently required to stand, walk, and sit. The intern is seldom required to lift/move up to 45 pounds.

The position requires a reliable mode of transportation.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an intern encounters while performing the essential functions of this internship. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The office for this position is located at 1201 N. Hershey Road, Bloomington, IL 61704. This position may also require travel to places in the community for events and presentations.

I have received a copy of this job description and understand the information included herein.

Employee

Date

Supervisor

Date