

POSITION: Public Relations Intern

DEPARTMENT: Administration

SUPERVISOR: Summer Starr, Volunteer and Event Coordinator

HOURS AND COMMITMENT: 10-20 hours per week for 3-6 months.

REQUIREMENTS: This internship must be taken for credit.

OUR MISSION: *The Opportunity Council is a private, non-profit Community Action Agency serving homeless and low-income families and individuals. Our mission is to help people improve their lives through education, support, and direct assistance while advocating for just and equitable communities.*

POSITION SUMMARY:

This is a hands-on internship working with the OC Administration Department to raise community awareness and support for the agency's programs. Hours are flexible. A specific individual work plan will be developed based on the intern's interest and the agency's current needs.

PR/EVENT MANAGEMENT AND PROMOTION TASKS INCLUDE:

Event planning and coordination

- All events require utilizing appropriate outreach strategies to solicit event sponsors, recruit participants and promote the event. Pre-event and post-event tasks include contact with participants, sponsors, surveys, and creating social and traditional media plans.

ADDITIONAL INTERN ROLES AND RESPONSIBILITIES INCLUDE:

Media and community relations

- Writing assignments — including press releases and articles for publication in the agency newsletters and website updates.
- Social media — Research and provide industry-related posts for the agency's Facebook page.
- Maintain media database and contacts.

General office support

- Participate in staff meetings and department projects as needed.
- Gain experience as a first point of contact with the community at our front desk.
- Provide office assistance, word processing, data entry and mailings, as needed.
- Assist with planning and coordinating Opportunity Council events, fund-raising campaigns or direct mail promotions. (Primary projects for this specific internship listed above.)

DESIRABLE SKILLS:

In addition to public relations training, we are looking for interns who have:

- Excellent written and verbal communication skills.

- Organizational and time management skills.
- Experience working independently and as a team member.
- Computer skills including desktop publishing experience; Macintosh experience preferred.

PHYSICAL/MENTAL REQUIREMENTS:

- **Strength:** Lifting and carrying general office supplies; typically weighing less than 30 pounds.
- **Manual Dexterity:** Sitting for long periods while keyboarding on the computer, performing routine clerical tasks or speaking and taking notes by telephone.
- **Mobility:** Sitting for long periods.
- **Visual Discrimination:** Staring at a computer screen while performing routine functions.
- **Hearing:** Ability to listen on the phone while taking notes of the conversation.
- **Concentration:** Contacts are normally only with other employees to accomplish job responsibilities (e.g. request supervisor's input, talk with fellow employees to solve a work problem).
- **Conceptualization:** Most work is routine; when problems occur, solutions generally require having to make routine choices based upon quick recall. The choice or answer is not always clear. This position will work primarily under the direction of the Associate Director.
- **Judgment/Temperament:** Much of the work is routine, however, may occasionally be involved in projects that require new ideas or approaches. This position receives routine supervision; work is performed under general guidelines, procedures, and rules; supervisor occasionally reviews work to ensure completion.

WORKING CONDITIONS:

Work is generally performed in a fast-paced office environment with frequent interruptions. May require travel within the agency's service area for community networking, meetings, outreach and other job-related activities.

BENEFITS:

The successful intern will gain professional experience in all areas of community and public relations including media relations, event planning, marketing, donor relations, and graphic design and printing. **A \$500 stipend is awarded upon completion of the internship.**

APPLICATION DEADLINE: Open until filled.

TO APPLY: Apply online at <http://www.opcco.org/how-to-help/>, please specify "Public Relations Intern" on the application.