



JOB DESCRIPTION
Public Relations Intern

The Public Relations Intern is responsible for performing the essential functions as outlined in this analysis. The Public Relations Internship requires full-time hours as part of a school program and may be eligible for a stipend. Work pace is typically moderate but may be brisk depending on tasks required and scheduled seasonal activities. The Public Relations Intern may perform duties in the medium work level (lifting up to 50 lbs.).

Qualifications:

Degree in Public Relations, Communication, Journalism, or Marketing / Advertising or in an accredited program working towards completion is preferred. CPR and First Aid certification must be acquired and maintained. Previous experience in public relations, marketing / advertising, and/or graphic design is desirable. The position requires excellent communication skills and knowledge of computer use, specifically including, but not limited to, InDesign, Illustrator, Publisher, Photo Shop, or equivalent program. Employment is contingent upon physical examination, including, but not limited to, a drug screen and passing a criminal background check. A valid Illinois Class D Drivers License is required. Proficiency in both English and Spanish is desirable.

Immediate Supervisor:

The Public Relations Intern is under the direction of the Superintendent of Recreation but will also receive responsibilities directly from the Executive Director.

Essential Functions:

1. Coordinate, create, and distribute promotional materials through all available media, including, but not limited to, print media, display cases at all facilities, other community partner facilities, and web media.
2. Keep social media outlets current and continue to expand our use of this media.
3. Create and submit press releases as needed, according to guidelines in Marketing Manual.
4. Implement and update internal intranet site, including creation and distribution of internal district newsletter.
5. Update and utilize Marketing Manual.
6. Create fliers and other promotional materials for recreational programs and events.
7. Assist in implementation of programs and events, including photography.
8. Attend required meetings.
9. All other duties as assigned.

Marginal Functions:

Assists with light maintenance of common areas including set up and take down of tables and chairs if needed. May also need to cover front desk in times of emergency.

Psychological Considerations:

The Public Relations Intern may feel added pressure from being responsible for meeting brochure deadlines, working programs and events, or dealing with difficult customers. Must be able to resolve conflicts with staff and park patrons.

Physiological Considerations:

Prolonged standing during busy months could affect some individual's blood pressure. The Recreation Intern may need to respond quickly and accurately. Responsible for the set up and take down of program areas.

Environmental Considerations:

May be exposed to elements when driving or assisting with outdoor functions. Temperature, humidity, lighting conditions may change.

Cognitive Considerations:

Must be able to use a computer proficiently. The ability to disseminate information to others in a clear concise manner is necessary. Must be creative and have an eye for creating attractive media. Must be able to think through complicated issues and use proper judgment in decision making.

Hourly Wage:

\$9.00 per hour with no benefits, in addition to or in lieu of credit hours earned.