

ARLINGTON INDEPENDENT SCHOOL DISTRICT

JOB TITLE:	Intern – Communications	DEPARTMENT:	Communications
REPORTS TO:	Coordinator – Communications	SCHEDULE:	15-20 hours per week

ROLE AND PURPOSE: The Arlington ISD communications internship is a single-semester program. The intern will gain experience in communications strategy and public relations practices while working with the communications department staff to assist with writing projects, event planning, photography, web postings and other departmental functions. In addition, the intern will have the opportunity to build a professional portfolio by having his/her writing and photographs published on the web and in district publications. The internship program provides an excellent opportunity to gain professional experience and contribute in an active, demanding and dynamic public relations environment.

QUALIFICATIONS:

- The ideal intern will be a student pursuing a degree in public relations, communications, journalism or marketing at a college or university.

SPECIAL KNOWLEDGE AND SKILLS:

- Strong writing, editing, proof-reading and research skills
- Ability to consistently meet deadlines
- Organizational skills and ability to multi-task
- Knowledge of AP Style, preferred
- General knowledge of graphic design and digital photography, preferred
- Working knowledge of and experience with various computer programs including Microsoft Office, InDesign and Photoshop
- Initiative, positive attitude and strong work ethic
- Reliable transportation to and from district events, as assigned
- Demonstrated ability to work with others

MAJOR RESPONSIBILITIES AND DUTIES:

- Photograph events of the district, its schools and its programs, and write concise, informative news briefs for the district website and cable channel
- Assist with writing articles, briefs, etc. and compiling/shooting photographs for newsletters
- Assist with social media postings and monitoring
- Support other district departments, programs and schools in promoting events and newsworthy items (producing fliers, writing news releases and briefs, photography, etc.)
- Assist with special event planning and preparation
- Assist with writing and design for special publications including brochures, community reports and marketing materials
- Assist with preparation of presentations, letters and scripts
- Assist in monitoring all news related to the district

WORKING CONDITIONS: Mental Demands/Physical Demands/Environment Factors

- Demonstrate patience, flexibility and professionalism when interacting with students, staff, parents, visitors and members of the community
- Standing, squatting, kneeling and other positions as necessary for photographing newsworthy events
- Periods of sitting as needed to complete writing projects
- Maintain emotional control under stress
- Work with frequent interruptions
- Regular districtwide travel

*** Writing samples required for interview.**

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

UPDATED: May 2011
Communications Department