



PUBLIC RELATIONS & SOCIAL MEDIA INTERN DESCRIPTION

Internship Title: **Intern Public Relations & Social Media**

Effective Date: **February 2017**

Revision Date: **January 2017**

NATURE OF WORK

Under close supervision, supports the Fair public relations, marketing and guest relations efforts through social media, including Twitter, Facebook, YouTube and other sites.

ESSENTIAL FUNCTIONS:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Assist with generating story ideas, scheduling interviews, conducting research and answering questions for media.
- Assist with the creation and execution of social media contest and campaigns.
- Assist with the production and growth of the Southwest Washington Fair social media outreach campaign.
- Research and identify new social media platforms that would generate interest in the fair
- Monitor social media and print media coverage of the Southwest Washington Fair
- Assist in producing media kit and other miscellaneous publications.
- Assist with proofreading and editing written materials.
- Assist in the organization, inventory and maintenance of press clippings and database. Complete numerous writing projects as assigned.
- Coordinate, create and produce written material for fair's social media sites.
- Monitor social media conversations and fair's online social media presence.
- Assist in reception/ customer service
- Complete special projects as assigned.
- Assist in other areas of marketing division as needed.
- Assist with tasks as assigned by Marketing Manager or Office Manager

WORKING ENVIRONMENT / PHYSICAL DEMANDS:

Work is performed in a standard office environment and in the field when conducting appraisals; subject to sitting for extended periods of time, standing, and walking; exposure to variable weather conditions is involved.

EMPLOYMENT STANDARDS:

High school graduate and have or are working toward a bachelor's degree in public relations, journalism, marketing, business communications or a related area of study.

Valid driver's license.

KNOWLEDGE AND SKILLS:

Knowledge of:

- Computer skills and social media experience.

- Excellent oral and written communication, organizational and interpersonal skills.
- Customer service experience.
- Methods and techniques for grant fund budget preparation and analysis.
- General office practices and equipment.
- Standard computer software applications.

Skills in:

- Coordinating and conducting a variety of skilled administrative support functions.
- Preparing and maintaining correspondence, reports, and other types of documentation.
- Establishing and maintaining effective working relationships with other staff, County departments, outside agencies, and the general public.
- Communicating effectively verbally and in writing.

Application Process

- Send a cover letter, resume, references, writing samples or examples of social media usage in a Microsoft Word, PDF or web link format to tamara.hayes@lewiscountywa.gov
- No phone calls or walk-in inquiries will be accepted.