

## **Student Public Relations Writer Internship**

Office of Marketing and Communications

The Office of Marketing and Communications is looking for a talented and motivated student for a Student Public Relations Writer Internship. Candidates will have a strong passion for writing and a keen eye for detail.

This internship offers an excellent opportunity for aspiring writers and communicators to gain hands-on experience in various forms of content writing, including press releases, news articles, social media posts and writing for marketing and communications collateral. Interns work closely with marketing and communications staff and contribute to a range of projects and campaigns. This position is ideal for students pursuing degrees in journalism, communication, English or related fields.

### **Responsibilities:**

1. **Public Relations Writing:** Assist in the development and writing of press releases, media advisories, community calendar announcements and other PR materials. Collaborate with the marketing and communications team to ensure accurate and compelling content that effectively communicates key messages.
2. **News Writing:** Conduct research, interviews and write engaging news stories on relevant topics. Follow journalistic principles to produce accurate and timely content.
3. **Social Media Writing:** Create compelling and shareable content for our social media channels, including Facebook, Twitter, Instagram and LinkedIn. Write attention-grabbing captions, engaging posts and compelling articles that align with university marketing goals and objectives.
4. **Content Creation:** Collaborate with the content team to create various types of written content, such as magazine copy, website copy, emails and marketing materials. Ensure content is informative, engaging and meets organizational goals and objectives. Attend staff meetings and campus events.
5. **Editing and Proofreading:** Review and edit written materials for clarity, grammar, spelling and punctuation. Ensure adherence to Associate Press Style guidelines and maintain a consistent brand voice.
6. **Research:** Conduct thorough research on assigned topics to gather relevant background information and support for writing projects. Verify facts and ensure the accuracy of sources.
7. **Collaboration:** Work closely with cross-functional teams, including marketing, communications, design, digital and PR to develop cohesive and impactful content. Collaborate with colleagues to brainstorm ideas, refine content strategies and deliver high-quality materials.
8. **Adaptability:** Adapt writing style and tone to suit different platforms, target audiences and communication objectives. Learn and implement best practices for different writing formats and platforms.

### **Qualifications:**

- Currently enrolled as a student pursuing a degree in communication, English or a related field.
- Have an interest in working in corporate or organizational communications, public relations or marketing.
- Strong written and verbal communication skills.
- Proficient in grammar, spelling and punctuation.
- Familiarity with AP Style or other relevant writing style guides.
- Excellent research skills and ability to synthesize information from various sources.
- Experience with social media platforms and understanding of their dynamics.
- Basic knowledge of SEO principles and content optimization techniques.

- Detail-oriented with strong editing and proofreading abilities.
- Ability to work independently and meet deadlines.
- Creative thinking and a passion for storytelling.

#### **Preferred Requirements**

- Familiarity and experience with writing in professional settings.
- Ability to work both independently and as a cohesive member of a small team.
- Strong professional communication and interpersonal skills.
- Knowledge of Associated Press Style.
- Ability to work with hard and soft deadlines.
- Strong attention to detail, ability to multitask and coordination skills.
- Experience with social media platforms, including Twitter, Facebook, Instagram and LinkedIn.
- Experience with DSLR photography, smartphone photography and photo editing.
- Access to a reliable computer or smartphone.

This job description is a general outline of responsibilities and qualifications and is not exhaustive. Other duties may be assigned as needed to support the writing and content creation needs of the Office of Marketing and Communications and university clients.

#### **Duration and Compensation:**

- This is a paid internship position or can be organized to meet internship course credit requirements.
- The duration of the internship is flexible, with a minimum commitment of 120 hours over 12 weeks (10 hours per week).
- Work schedule will be based on student availability and academic commitments.

**Reports to:** Marketing and Communications Team Member

**Location:** Lenoir-Rhyne University, Hickory, N.C.

**Hours:** Flexible hours during business hours of 8 a.m. to 5 p.m. Monday to Friday; on rare occasions, evenings and weekends required; minimum 10 hours per week required; will be based on student's course schedule; prefer students who can commit to fall and spring semesters.

**Compensation:** Based on student need. Can be structured as work-study, student employment or to meet requirements for internship credit/requirements.

**Application Requirements:** Please submit a resume, cover letter and three writing samples that demonstrate a variety of writing experience. A link to an online portfolio showing writing samples can be substituted for attached samples.