GIRL SCOUTS OF CENTRAL TEXAS
INTERNSHIP DESCRIPTION

Position Title: Public Relations Intern
Department: Marketing
Location: Austin, TX
Reports To: Public Relations Executive and Online Media Specialist

Position Summary: Support the Marketing Department in all aspects with a focus on public relations and writing content for communication materials. Work collaboratively with the marketing team and other departments to ensure the Council’s goals are met.

POSITION RESPONSIBILITIES

• Assist in writing, pitching and following up on news advisories and public service announcements.
• Update the Council media list and assist in collecting and recording media clips.
• Participate in major Council events, take photographs, and interact with media as needed.
• Assist in producing content for Council communication, marketing and public relations materials for print and electronic communications.
• Assist in maintenance of GSCTX presence on third-party Web sites and related reports.
• Proofread and review materials to correct spelling, punctuation, grammatical and typographical errors.
• Research opportunities to increase Girl Scout visibility through community programs and events.
• Provide communications support to Chief Marketing Officer and other departments as requested.
• Support the development of Council fund raising programs by helping to identify organizations, businesses and individuals who are potential donors or grant sources.

POSITION QUALIFICATIONS

• Actively working towards a degree in communications, public relations, journalism or other related field.
• Demonstrated public relations planning, writing and execution and public speaking skills - WRITING SAMPLES REQUIRED.
• Knowledge of Austin-area media and professional communities.
• Highly organized self-starter; with the ability to work independently and as a team member with the Marketing team and others throughout the Council.
• Must be able to set and meet deadlines with multiple priorities and demands.
• Ability to travel and work a flexible schedule, including some weekends.
PHYSICAL REQUIREMENTS

- Frequent sitting, standing, walking, bending and twisting upper body.
- Capable of lifting up to 30lbs.
- Capable of viewing a computer monitor for long periods.

ENVIRONMENTAL DEMANDS

- Continuous indoor activity and exposure to florescent light.
- Frequent exposure to computer, video, and other copier emissions.
- Some outdoor activities and exposure to weather.

OTHER WORKING CONDITIONS

- Continuous requirement for professional demeanor and appropriate office attire.
- A criminal background check is required.
- Continuous work as a team member and ability to work independently with some supervision.
- Frequent work under stress and under pressure of deadlines with overlapping projects.
- Continuous ability to work well with others.

Important Note: The information contained in this position description is intended to outline the general nature and scope of work being performed by an employee assigned to this position. It is not intended to be construed as a contract, or as an exhaustive list of all responsibilities, duties and capabilities required of a person employed in this capacity. Position descriptions are subject to change at the discretion of the Girl Scouts of Central Texas. Girl Scouts of Central Texas is an EOE Employer.