

## PUBLIC RELATIONS/MEDIA- INTERNSHIP POSITION

### **Description**

The Public relations specialist is an unpaid volunteer position. We are seeking a public relations specialist who is full of creative ideas and eager to contribute on a large scale. The intern will be responsible for building and maintaining a positive image for the local and national ACT-SO program. You will be in charge of establishing and maintaining relationships with community, and public interest groups. To be successful in this role, you will need a deep understanding of the local and national ACT-SO programs. These also include writing press releases and other media communications: (TikTok, Snapchat, Twitter, Facebook, Instagram, and YouTube), PowerPoint, graphic design, producing/writing public service announcements (PSAs), pictures, brochures, and flyers. When the internship program is completed you will be ready to enter any fast-paced PR firm.

### **Duties and Responsibilities**

- Responding to press requests and social media blogs and posts
- Establishing and maintaining relationships with community, employees, and public interest groups.
- Writing press releases and other media communications to promote the ACT-SO events.
- Studying the organization's objectives, promotional policies, and needs to build public relations strategies that influence public support for the ACT-SO program, ideas, and services.
- Preparing and editing organizational publications, including newsletters for internal and external audiences.
- Updating and maintaining Web content.
- Conferring with the full ACT-SO committee under the direction of the ACT-SO Chairperson and providing advice on business decisions.

## **Requirements**

- Strong and effective communication skills
- Excellent organizational skills
- Computer savvy and familiar with various social media platforms
- Knowledge of target audience and preparing information catered to the audience

## **Term/Commitment**

This position is at least 20 hours per week.

## **Benefits and Recognition**

This position provides valuable experience as public relations specialist and strategic media planning. This is also suited for people with an interest in gaining experience in the non-profit sector, social media, public relations, and anyone dedicated to the positive development of BIPOC youth in Southwest Washington.

Our volunteers are highly valued members of the ACT-SO NAACP team and contribute to making a significant difference in the success of our BIPOC youth.