

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.