



2012 - 2013 Fall/Spring Public Relations Coordinator Internship Description:

Description:

Stormwater USA is looking for an intern with strong knowledge and understanding of public relations and affairs. Our company is currently in the midst of multiple course builds for state entities and will be requiring a strategic and impactful public relations campaign for our current and future business initiatives. The intern hired for this position must demonstrate the ability to undertake basic public relations writing assignments, and possess an understanding of basic media relations skills, an ability to interact professionally with clients, and good judgment. A working knowledge of computers, as well as word processing and database management software is necessary. Our vibrant and passionate team is very excited to work with an intern hoping to gain great experience within an e-learning educational institution.

Responsibilities:

- Assist in writing and editing weekly updated website content through WordPress
- Collaborate with social media coordinator to post relevant PR content across all social media outlet platforms
- Draft basic public relations materials including news releases pertaining to Stormwater USA product announcements and release dates, client news, and group events and appearances for print and online publishing; media alerts; fact sheets; client meeting summaries; status reports and other materials
- Pitch press releases to multimedia points of contact for print and online publishing
- Develop and update media lists and other databases, including client, marketing, prospect and administrative databases
- Some administrative duties including fax processing, sorting, collating, envelope preparing, mailings and other administrative functions as assigned
- Copywriting for e-newsletters and marketing materials
- Attend and participate in client meetings, media training sessions, presentations, traffic meetings and brainstorming sessions as directed

Requirements and Qualifications:

- Self-starter able to work well without heavy direction
- Strong oral and written communication skills
- Strong organizational skills and attention to detail
- Strong computer skills (Microsoft Suite and WordPress proficiency required)
- Previous public relations experience strongly preferred

Desired Majors:

Public Relations or Public Affairs, Marketing, Business Administration, Communication, Advertising, and Entrepreneurial Studies

Time Commitment:

Approximately 20 hours a week for 8 weeks (fall/spring semester)

Compensation:

Credit-bearing: Must be able to earn credit through the College and/or University Stormwater USA will complete any paperwork required by the intern's school or internship program and/or provide a letter of recommendation for candidates that complete their assigned responsibilities professionally and successfully.

Deadline for Submission:

December 1, 2012

Starting Date:

February 1, 2013 - April 15, 2013

To Apply:

Submit a cover letter and resume via email to:

admin@stormwaterusa.com

msteele@stormwaterusa.com

Or Mail To:

Attn: Melinda Steele
Stormwater USA Internship Program
290 Pratt St #10
Meriden, CT 06450