

Baldwin EMC, Strategic Communication Interns

Background:

Baldwin EMC is a member-owned cooperative supplying electric service to nearly 70,000 meters throughout Baldwin County and southern Monroe County. The cooperative is one of the preferred employers in the county, providing employment for nearly 200 local residents.

The three-person communication team handles all public communication for the cooperative, including the website, social media, monthly magazine and e-newsletter, bill inserts, bill messages, advertising, annual report, member handbook, various brochures and promotional publications. The communication team also handles the employee and lobby message boards (TV monitors) distributing daily and weekly updates to the internal audience and monthly message to the co-op members conducting business in the lobbies.

Description/Requirements:

Interns will be required to work 20 hours weekly and will receive \$9.00 per hour.

Preferred intern will have experience or coursework in:

- Writing
- Public relations
- Layout and design
- Photography

Desired personal characteristics include:

- Responsibility
- Initiative
- Attention to detail
- Professional attitude, behavior and appearance

Responsibilities:

- Clipping and archiving newspaper and magazine articles in scrapbooks
- Arranging a bulletin board of news items and thank-you notes for the board of trustees monthly meetings
- Creating PowerPoint slides for posting to employee and lobby TV message boards
- Updating an archive list of magazine articles
- Recording hand-written member survey data into a spreadsheet
- Writing and updating news releases
- Drafting ideas for monthly bill inserts to be created by our graphic artist
- Photographing employees, members or events
- Writing social media posts
- Creating invitations for special events
- Distributing newsletters and memos to employees
- Mailing letters or flyers to employees or other audiences