

Mobile Gas, Community Relations Intern

Description:

The Mobile Gas Community Relations Department is seeking an intelligent, strategic and resourceful intern to help with day-to-day community relations and public relations office duties. The intern will work under the direction of the Director of Community Relations in the areas of community relations, social media, charitable contributions and event and project coordination.

The Community Relations intern must be actively enrolled in an accredited college or university public relations, marketing, communications or other related program. The individual must demonstrate the ability to undertake basic public relations writing assignments, an ability to interact professionally with clients, have strong writing skills, excellent verbal skills and have good judgment. The individual must also have a working knowledge of computers and office equipment.

The Director of Community Relations will help the intern prioritize tasks and focus on at least one project (portfolio) that will be submitted to Mobile Gas for review at the end of the semester.

The Community Relations internship position is not compensated, but any required or necessary paperwork will be completed to provide college credit.

Requirements:

- Excellent communication skills (written and verbal)
- Strategic thinker and avid reader
- Must be proficient with computer skills
- Proven skills of social media marketing
- Cumulative GPA of 2.5 or above
- Two letters of recommendation
- One-page essay about what the student hopes to gain from the internship and any area of specialty he/she would like to focus
- Submission of requirements for internship completion/credit
- Interview with Director of Community Relations

In-Office Policy: Intern must follow all company-wide rules. The Community Relations department is business casual but during in-office and off-site meetings, business attire is required. Intern will be notified of dress code for events taking place outside of the office.

Location: Intern is required to provide own transportation to and from work as well to off-site meetings and events. Intern will be responsible for own parking expenses

Responsibilities:

- Assist in the development and coordination of Community Relations programs
- Draft basic public relations materials including PR plans, tasks lists, fact sheets and other materials as directed
- Write stories to be submitted for monthly e-newsletter (with approval)
- Attend and participate in meetings, presentations, brainstorming sessions and company-related events
- Assist with committee assignments and community volunteer assignments
- Assist with administrative duties including creating media kits, gift bags, keeping inventory and restocking department promotional items, faxing, mailings and other administrative functions as assigned
- Assist with the management of media related articles as pertaining to Mobile Gas for easy access
- Assist company and/or staff with other client, business development and projects as needed