

## POSITION DESCRIPTION

### Communications Intern

#### **Objective**

The Communications Intern position serves as professional and administrative support for the PR & Communications Department, and will work in collaboration with the marketing and other departments as needed.

#### **Department: PR and Communications**

**Supervisor:** Director of PR and Communications

**Direct Reports:** na

**Indirect Reports:** na

**Special Teams:** na

**Job Classification:** Intern, Non-exempt, part-time, hourly, approximately 20 hours/week

**Work Site Location:** Corporate Office

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#### **Responsibilities\***

- Contribute to Editorial Content team
- Support Public Relations Coordinator and Director in writing copy for press releases, e-mail correspondence and web site as requested.
- Support Social Media Coordinator as directed
- Monitor news coverage and add to press archive accordingly
- Track media value of earned media coverage for GMCVB and MASC
- Update and maintain media contact lists
- Fulfill and track media requests for press kits and images
- Occasionally assist in leisure marketing projects
- Assist as requested with the visitmadison.com online calendar of events; post events on several other external tourism online calendars. Responsible for keeping all of these online calendars updated with area events and visitor information
- Attend GMCVB sponsored events as needed
- Execute other assignments as directed by PR and Communications Staff

\* The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements. It does not prescribe or restrict tasks that may be assigned.

#### **Education and Experience required**

- High School diploma required.
- Currently pursuing continuing education
- Familiarity with journalism and media relations principles and practices, normally acquired through college-level courses in journalism, public relations, marketing or a related field.

- Strong knowledge of Microsoft Office products, particularly Word, Excel and Outlook
- Experience with media database platforms such as Meltwater or Cision helpful
- Experience with CRM applications helpful, but not required
- Familiarity with the Madison area, its attractions and major events.

### **Skills and Abilities required**

- Strong writing, editing and oral communication skills.
- Strong customer service skills.
- Comfortable with face to face interaction and communication
- Ability to coordinate with members of a team and complete tasks under a deadline
- Self-starter and self-motivated

### **Physical Demands**

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 45 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

### **Work Environment**

Heated and air conditioned open office environment. Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Bureau supported functions.

### **Reasonable Accommodation**

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer.