

Public Relations Internship

Description:

Project ECHO (Entrepreneurial Concepts Hands On), a small non-profit organization headquartered in Santa Monica, CA, is currently looking to retain a college student or recent grad interested in developing their marketing and public relations savvy for a future full-time position in this field. The individual will assist the Communications and Development Manager with coordination and implementation of the agency's outreach efforts, including public relations, marketing, publications, website, social media, and e-blast communications.

Duties and Responsibilities

Under the direction of the Development and Communications Manager, the Public Relations Intern may be involved with any of the following activities:

- Work to develop and implement an annual communications plan.
- Create and manage the communications calendar.
- Prepare press releases.
- Maintain and update media contacts list, catalog of press coverage and updated press kits.
- Identify and develop client stories, testimonials, program updates and other newsworthy stories.
- Identify and secure media opportunities.
- Create and distribute email "blast" communications, including quarterly e-newsletters, event promotions, and other emails as needed.
- Maintain the organization's presence on social networking sites as needed.
- Ensure that ECHO's website content is current and the site's appearance is user-friendly, professional and attractive.
- Assist in developing publications, including quarterly newsletters and annual report. Includes managing timelines, writing, research, collecting artwork and design.
- Assist with creating and updating all printed marketing materials.
- Maintain agency's display materials to be attractive and accurate.
- Assist in the creation of event sponsorship and marketing materials as needed.
- Work at Echo events.
- Identify and pursue appropriate and impactful community relations opportunities.
- Perform other related duties as requested.

Qualifications

- Bachelor's degree, or currently enrolled student pursuing a degree in a related field: English, journalism, public relations or communications majors encouraged to apply.
- Experience writing press releases and/or have taken classes in journalism.

- Outstanding written, verbal and visual communication skills.
- Computer skills, including MS Office programs; desktop publishing and graphic layout skills utilizing Photoshop, Illustrator; web-based applications including Constant Contact, WordPress and social media applications.
- Strong understanding of brand management, public relations and online communications.
- Valid CA driver's license and insurance required.

Project ECHO is a small non-profit that currently has two staff. The individual retained for this internship must be super flexible and willing to help where needed most. ECHO hosts four special events always on a Sunday and staffing these events is a requirement of the internship, as is helping with pre-event activities. Creativity, flexibility, ingenuity and a sense of humor are all traits that would fit in well here. Additionally, staff, interns and volunteers mostly work from remote locations and come to our Santa Monica office once a week for team meetings.

The intern retained for this position is expected to work 15 hours per week mostly from a home/personal office, have their own computer, internet access, telephone, etc. Light travel within Los Angeles County, via personal vehicle, may be requested.

Internship Snapshot

Employment Type: Part-time internship (15 hours per week/Jan – May, 2019).

Experience: Related experience would be awesome, but is not required. Excellent writing skills are essential.

Required Travel: Within Los Angeles County. Ability to meet in the South Bay or West-Side weekly.

To Apply

Submit your resume with a cover letter detailing your interest in Project ECHO, this internship and how it will help you achieve your professional goals.

Submit your information via email to Diane Quast, Executive Director at dquast@projectecho.org