

PUBLIC RELATIONS/MARKETING INTERNS NEEDED!

SLCC Community Writing Center at Library Square

WHAT IS THE COMMUNITY WRITING CENTER

The Community Writing Center (CWC) supports, motivates and educates people of all abilities and educational backgrounds who want to use writing for practical needs, civic engagement and personal expression. In addition to an open space available for writing, we provide opportunities to enhance writing abilities through such programs as Writing Coaching, Writing Workshops, the DiverseCity Writing Series and Writing Partners.

WHY A PR/MARKETING INTERN AT A WRITING CENTER?

Working with writers and developing a community of writers is the CWC's main focus, but in order for us to expand programming and share our message with the community, we need someone skilled in marketing and public relations. Students from the Communication department can receive school credit for a semester and will gain skills in working with many community organizations and the media. The CWC is a collaborative learning environment in which the marketing intern has significant involvement in the development of our fundraising events, outreach planning and community contest coordination. In addition to applying learned skills, the intern will finish the internship with more knowledge of community organizations and an experience to add to his/her resume. A CWC PR/Marketing intern is challenged and encouraged to excel and to push beyond self-expectations within an educational setting. To learn more about the Community Writing Center, visit www.slcc.edu/cwc

WHAT'S THE INTERNSHIP LIKE? IT INCLUDES:

- **Attend our quarterly Community Advisory Committee meetings:** Intern will be working with dynamic community leaders as we envision new ways to connect with the community.
- **Develop and assist with media distribution:** Intern will work with SLCC Institutional Marketing office to help create PSAs and Press kits for media mailings.
- **Collaborate and assist with biannual fundraising event:** Intern will help coordinate the event programming and assist with all communication that takes place in the planning of such a large event.
- **Manage community and K-12 contests as a marketing effort:** Intern will help with the marketing projects that surround each of our fundraising events.
- **Create marketing plans or events for future consideration:** Intern will use his/her skills to imagine best practices for future events and communicate that with the directors and coordinator.

HOW DOES THE STUDENT BENEFIT?

WHAT TYPE OF PERSON ENJOYS WORKING AT THE CWC?

- Independent thinker yet responsible to others
- Collaborative problem solver
- Self-starter
- Not easily discouraged (i.e., able to make mistakes yet keep trying)
- Wants to do something meaningful with a college job
- Enjoys working with marketing materials and with people.

REQUIRED QUALIFICATIONS

- Completed Intro to Public Relations course (or equivalent)

HOURS/TIMES/PAY

- 10 to 12 hours/week, weekdays
- Unpaid internship, but school credit is available (the equivalent of a course)



TO APPLY:

E-mail andrea.malouf@slcc.edu or call 957-4992 to request an application or pick one up at the CWC.

Summer Internship Application Deadline: Tuesday, April 15, 2007