



# STEVENSON CENTER

FOR COMMUNITY AND ECONOMIC DEVELOPMENT  
*Illinois State University*

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## Job Description for Public Relations (PR) Intern

Updated: February 26, 2018

**Purpose of Position:** The PR Intern provides key communications support to the Stevenson Center for Community and Economic Development. The Stevenson Center manages: interdisciplinary graduate programs in community and economic development; the Peace Corps recruitment office and Prep program for undergraduate students; and direct service projects to communities and organizations. The PR Intern works closely with the Director, Senior Associate Director, Program Coordinator, and Staff Clerk on the types of projects listed below. Depending on timing and qualifications, the Intern may also have the opportunity to serve as a [Peace Corps Campus Ambassador](#).

**Organizational Relationships:** The Director, Senior Associate Director, Program Coordinator, and Staff Clerk will assign work, and the PR Intern will report accordingly on project execution. The Senior Associate Director will conduct the final evaluation of work conduct and product, with input from other staff.

**Duties and Responsibilities** are not listed in order of priority or percent of workload—needs will shift each semester, and other duties may be assigned:

a) **Online Presence:**

- i) **News:** Drafts most of the articles in WordPress. The Intern solicits photos, quotes, and graphics from students, alumni, and faculty. The News content reaches both the university community and external stakeholders via social media and email to hundreds of readers, including prospective students, alumni, community partner organizations, and Illinois State faculty and staff.
- ii) **Alumni Profiles:** Arranges text and photos. The Intern corresponds with alumni to gain the latest career information and perspectives.
- iii) **Website:** Updates other web pages (training provided). May suggest content for Facebook, Instagram, and LinkedIn.

b) **Event Planning and Execution:**

Provides critical assistance in organizing logistics and marketing to increase attendance. Stevenson Center events range from Alumni Day activities to anniversary receptions to visits by Peace Corps. The Intern also documents an event's proceedings and creates a timely article for the university News system. The intern may also serve on the Hoon Mok Chung Scholarship committee, which involves marketing the scholarship (including tabling independently) and participating in the review and awards process.

c) **Other Marketing Materials:**

Designs flyers and tailored marketing pieces for prospective students and host organizations. Serves as a critical resource for all marketing initiatives and provides consultation on marketing methods, design, and content. The PR Intern may occasionally copy, collate, file, and archive documents, as well as prepare mailings. Some projects have national reach via Peace Corps and AmeriCorps partners.

### Knowledge/Skills/Abilities Required

- Ability to effectively present an organization to diverse stakeholders and the public generally.
- Thorough knowledge of spelling, grammar, punctuation, and sentence/paragraph structure.
- Skilled in standard office software and equipment.
- Professionalism in addressing visitors, callers, and others.
- (Experience taking and editing quality photos is a plus.)

### Supervisory Controls

The Intern's daily work will be most directly supervised by the Senior Associate Director. As projects present themselves where the Intern needs to work out of the office without supervision, she or he is expected to work responsibly and report in regularly.

### Environmental Demands

#### A. Physical Requirements

The individual in this position will be required to sit or stand and talk on the phone while performing the tasks above. Some tasks may require light lifting of documents and supplies and occasional deliveries to on-campus and off-campus locations.

#### B. Work Environment

The location will be in an on-campus office with adequate lighting and standard university physical working conditions.