



Public Relations Internship Description

Valparaiso University's Integrated Marketing and Communication (IMC) seeks an intern who is interested in learning all aspects of the public relations field. Interns will assist IMC with public relations and marketing, helping to increase visibility for key University partners, including admission, advancement, undergraduate colleges, and the Graduate School. It's essential that applicants have excellent communication skills, demonstrate creativity, and understand the importance of professionalism and attending to even the smallest details.

Responsibilities

Intern responsibilities may include any of the following, as well as additional, unlisted functions:

- Monitor all forms of media, including social
- Research competitive media coverage and outreach strategies
- Draft press releases, marketing copy, emails, and speeches
- Develop and schedule social media content
- Proofread written materials for style, grammar, etc.
- Compile and update contact lists
- Other duties as assigned

Requirements

Applicants should be majoring in communications, marketing, or writing and meet the following criteria:

- Strong writing and communication skills
- Solid understanding of social media
- Self-motivated with the ability to manage numerous projects simultaneously
- Ability to generate, share, and follow through on creative ideas
- Ability to collaborate with others as well as work independently
- Proficient in Microsoft Office