Public Relations Intern– Job Description  
May–October 2015

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Public Relations Intern.

Objective: The Public Relations Intern will be responsible for assisting the organization in the development of marketing collateral and general event promotion. This will be accomplished through developing advertisements and marketing pieces and promoting ARCR through grassroots efforts.

Reports to: Brand Manager

Primary Responsibilities (including, but not limited to):
- Advertisement creation for print and online mediums
- Electronic newsletter creation and disbursement
- Grassroots marketing events attendance
- Press release writing
- Social Media and website updating
- Assist with general public relations duties as needed

Qualifications
- Junior or Senior majoring in: Advertising, public relations, communications
- Ability to work 40 hours per week, with some weekend hours
- Ability to work week of event (September 21–28)
- Must have excellent organizational and communication skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow-up skills
- Proficiency in Adobe Creative Suite (specifically InDesign)
- Ability to learn other software programs and internet platforms
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team

Please contact and send resumes no later than January 31, 2015 to:
Knights of Ak–Sar–Ben Foundation
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