Montclair State University- Media Relations

Title: Media Relations Intern

Location: Montclair, NJ

Job Type: Co-op/Internship

Compensation Type: Unpaid

Start Date: 5/23/2016 Close Date: 5/13/2016

Job Description:

A PR/Media Relations student intern will provide much-needed editorial, press/social media and website support to the team in the Communications Department. The intern must be able to work in a fast-paced, team-oriented environment and have the ability to shift priorities quickly. The student also must be able to manage time efficiently and take the initiative to generate ideas, to continue work on ongoing projects when time is available and to complete assignments on deadline.

Since this position may require one-on-one interactions with people from both inside and outside the University (faculty, staff, reporters, etc.), the student intern must be highly professional in all communications at all times and also represent the department and the University in the best possible manner.

To be successful and to get the most out of this internship experience, the right candidate for this position must have an interest in public relations and the world of media, be aware of current affairs, keep abreast of the news in all platforms and have an understanding of social media trends and topics. Strong plusses include being able to think creatively and outside the box, provide a student-oriented perspective and consistently present a friendly attitude and willingness to learn the industry.

Primary Responsibilities:

- Identify story ideas within the University or those ideas that leverage our faculty’s expertise or engage our students and prospective students
- Maintain existing press lists and develop new press lists (news directors, arts editors, neighborhood bloggers, food blogs, etc.)
- Manage a story idea editorial calendar and assist with integration of that calendar into press outreach and social media
- Handle outreach to events calendars for University events (listing calendars, listing editors, etc.)
- Assist with developing content for social media that will help widen and deepen engagement with current and prospective students
- Assist with posting content to the website (homepage and newsroom)
• Assist with interviewing subjects and drafting stories/releases
• Assist with developing an online microsite for promoting faculty experts to news media
• Help with any needed office support, including copying, reception desk duties, etc.
• Assist other members of the Communications team during key events and when preparing for important deadlines, including organizing press kits, staffing check-in table, collecting RSVPs, etc.
• Basic photography skills, for posting to news stories and social media, a plus

**Qualifications:**

Student preferably from School of Communication and Media; will consider candidates with strong written/oral, organizational and research skills from other areas.

**Application Instructions:** Please forward resumes to Amy Fairclough at fairclougha@mail.montclair.edu.