

Eau Claire YMCA – Position Description

Position Title: Public Relations Intern
Reports To: Director of Development
Start Date: January 15, June 1, September 1 (ongoing)

Summary

The Public Relations intern is responsible for assisting in the publicity, advertising, public relations and marketing of the programs and projects of the Eau Claire YMCA. He/She promotes the YMCA and its programs in a manner that enhances the reputation of the organization as a safe, healthy and fun place for children, adults & families to strengthen body, mind & spirit and as a vital community resource worthy of the community's support. This is an unpaid internship which requires a commitment of 10-25 hours per week.

Responsibilities and Duties:

- Conducting advertising and marketing research to aid in developing advertising and marketing plans.
- Writing, editing and distributing information on YMCA programs, projects and special events to the local and regional press, TV and radio media and other sources of potential participants and/or supporters.
- Continuously updating the YMCA website with information pertaining to program & activities.
- Assisting with the development, preparation, writing and editing of a bimonthly newsletter.
- Assisting with the development and maintenance of the Eau Claire YMCA Facebook page.
- Searching out and developing new avenues for media, promotion and news information by maintaining an excellent relationship with the press and other media.
- Coordinating public speaking events for private, civic and service organizations in the area.
- Advising YMCA staff and board members on public relations ideas.
- Giving building tours to potential members and the general public.
- Other duties as assigned.

Skills and Abilities:

- Ability and desire to work with people of all ages and people with diverse backgrounds.
- High degrees of creativity, honesty, originality, accuracy and enthusiasm.
- Excellent interpersonal and oral/written communication skills.
- Appropriate interpersonal and oral/written communication skills.
- Demonstrated managerial, organizational and administrative skills.
- Ability to speak in a public setting and to initiate and maintain effective public relationships.
- Ability to provide strong leadership, vision and motivation to staff, volunteers and donors.
- Ability to maintain confidential information relating to YMCA finances, policies and practices.
- Ability and willingness for continuous learning.

- Experience in creating and maintaining web pages.

Working Conditions:

- Informal office environment.
- Involves periodic evening and weekend hours.
- Frequent interaction with the public including children, parents, and other community members.

Terms of Employment:

- Summer, fall semester and spring semester internships are available.
- This is an unpaid internship.
- Individuals who commit to a minimum of 120 hours over the course of their internship will qualify for a free individual membership to the Eau Claire YMCA for the duration of their internship.

Application Process

Submit cover letter, resume and three writing samples to:

YMCA
Suzie Slota
700 Graham Ave.
Eau Claire, WI 54701

or via email to: suzie@eauclaireymca.org