



Communications: Media Relations Intern

<i>Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this position at any time.</i>	
Internship Location	700 Professional Drive, Gaithersburg, MD 20879
Position Grade	3 ; background check includes Criminal Background and Social Security Number Verification
Focus of the Internship	Intern will gain experience writing press releases and preparing other written documents for the media, using Vocus software to target reporters for pitches, making calls to reporters to garner interest in HSI stories and working on long-term media campaigns. The intern will be invited to join strategic department meetings, have the opportunity to meet with department staff to understand their role in the communications process, and be able to help with larger, more complex projects that will foster teamwork and encourage creative thinking.
Learning Opportunities	<ul style="list-style-type: none"> • Learn media relations software and techniques • Foster an understanding of animal protection issues • Learn about HSI's major campaigns, programs, and mission
Orientation/Training	<ul style="list-style-type: none"> • Intern will be given an intern handbook and have access to a handbook covering HSUS/HSI policies. • Intern will receive department-specific materials and on-site training specific to the role. The intern will also have a chance to meet with members of the Communications team to learn about each aspect of the department. • Intern will be given access to our Public Relations Society of America (PRSA) subscription to view online courses.
Intern Responsibilities	<ul style="list-style-type: none"> • Track media coverage • Monitor news for opportunities to engage with reporters • Create media distribution lists • Help draft and distribute media advisories, news releases and other materials • Help organize media events • Take an online course or webinar related to public relations • Write at least one blog post or article on an HSI campaign topic of choice
Level of Difficulty 1=easy/5=demanding (physical, mental, emotional)	<ul style="list-style-type: none"> • Physical difficulty is level 1; the work occurs in an office setting • Mental difficulty is level 3; requires strong communication and critical thinking skills; requires the ability to use good judgment when working independently • Emotional difficulty is level 2; the intern will be exposed to some emotionally-distressing issues at a very minimal level (mostly through reading media articles)
Expected Environmental Conditions	Pet-friendly office environment
Qualifications/Requirements	<ul style="list-style-type: none"> • Strong communication skills

for Intern Applicants	<ul style="list-style-type: none"> • Proficiency with Microsoft Word • Desire to learn about media relations • Able to work well independently and use good judgment • Previous volunteer or internship experience with a non-profit organization, animal protection/advocacy organization or animal shelter is a plus • Proficiency in more than one language is a plus
Restrictions	<ul style="list-style-type: none"> • Must be able to learn and follow all guidelines and policies of The HSUS, HSI and the Communications department, and follow directions given by staff • Must submit the required paperwork and pass a background check before being assigned
Internship Start Date	Flexible
Internship Time Commitment	At least 15 hours/week for approximately 12 weeks
Internship Scheduling Guidelines	Monday-Friday between the hours of 10 a.m. and 5 p.m.
Tools/Equipment Provided (including Personal Protective Equipment)	Standard office equipment including a computer and access to the Internet
Optional Tools/Equipment	n/a
Supervisor(s)	Senior Public Relations Specialist
Additional Mentor(s)	
Number of Concurrent Internship Openings	1
Additional Information	The internship offers a daily commuting stipend of \$10.00 for each day the intern commutes to the office, paid on a monthly basis.
Updated	9.4.2015