



Public Relations Intern

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this position at any time.

Internship Location	Gaithersburg, MD office
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/Cision software to target reporters for pitches, making calls to reporters to garner interest in HSUS stories and working on long-term media campaigns with members of our diverse Public Relations team. The intern will be invited to join daily strategic department meetings, and will be brought in 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 The HSUS's major campaigns, programs and mission
Orientation/Training	Intern will be given an intern handbook and have access to a handbook covering HSUS policies. Intern will receive department-specific materials and on-site training specific to the role. The intern will have a chance to meet with every member of the Public Relations team to learn about each aspect of the department.
Intern Responsibilities	<ul style="list-style-type: none"> • Track media coverage • Create media distribution lists • Help draft and distribute media advisories, news releases, op-eds, letters to the editor and other press materials • Help organize media events such as press conferences • Spanish-speaking interns may be asked to help bilingual staff translate press releases for Hispanic media
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 for Intern Applicants	<ul style="list-style-type: none"> • Strong communication skills • 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

	<ul style="list-style-type: none"> Spanish proficiency is a plus
Restrictions	<ul style="list-style-type: none"> Must be able to learn and follow all guidelines and policies of The HSUS and the Public Relations 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)	Public Information Officer
Additional Mentor(s)	
Number of Concurrent Internship Openings	2-3
Additional Information	
Updated	08.22.2016