Intern Position: Public Relations Intern
Location: Central Pennsylvania Food Bank
Reporting Relationship: Communications and Marketing Manager
FLSA Status: Non-paid Internship
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Approved By: Lisa Kreider
Approved Date: February 2020

Position Summary: The Public Relations Intern will work under the guidance and direction of the Communications and Marketing team to become familiar with the operations of the Central Pennsylvania Food Bank (CPFB) and to assist in creating awareness of our many programs through media relations, event planning and social media.

Learning Objectives and Goals:
• Learn about non-profit public relations and event planning, including the Hunger Action Month awareness and communications campaign.
• Writing press releases, media alerts and stories.
• Digital strategy including social media marketing and graphic design.

Functions and Responsibilities:
• Participate in the planning and execution of Hunger Action Month events, especially the annual breakfast event at both locations.
  o Assist in writing and preparing the breakfast PowerPoint Presentation.
  o Keep track of breakfast attendee RSVP list.
  o Write press releases and stories related to Hunger Action Month.
• Assist the Creative Writing and Journalism intern(s) in writing client stories.
• Update Media database.
• Post pictures and events to social media sites.

Other Duties:
• This intern description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the internship. Duties, responsibilities, and activities may change at any time with or without notice.

Education:
Internship is open to current freshmen through seniors working toward a bachelor’s degree in journalism, English, communications or public relations with a minimum overall GPA of 3.0.
Knowledge, Skills and Abilities:

- Strong writing, organizational and communication skills with keen attention to detail.
- Knowledge of MS Office applications, especially Word.
- Photography and video skills a plus.
- Knowledge of all social media platforms including Facebook, Instagram, Twitter and LinkedIn.
- Must have reliable transportation.