

Spring 2010



## Public Relations & Marketing Internship Job Description

**Agency:** Seniors' Resource Center (SRC) is located at 3227 Chase Street, Denver, CO 80212

**Agency Description:** Seniors' Resource Center, a 501(c)(3) non-profit organization, is a 32-year-old community partner providing intensive Transportation, Adult Day & Respite Services, In-Home Care Services, mental health outreach, Job Training Services, Volunteer opportunities and Care Management Services to keep seniors independent and at home for as long as possible.

**Requirements/Skills:** PR/Marketing intern will be actively enrolled in, or a recent graduate of, a university public relations, marketing, advertising or other related program. Current students will preferably have at least sophomore standing. The individual must demonstrate the ability to undertake basic public relations writing assignments, and possess excellent written and verbal communication skills, an understanding of basic media relations skills, an ability to interact professionally with participants, and good judgment. A working knowledge of computers, as well as word processing and database management software, and social media, is necessary. The Public Relations & Marketing Coordinator will help the intern prioritize tasks and focus on multiple projects and deadlines simultaneously. Intern will work between 15-40 hours a week, depending on schedule and availability. Prior relevant experience is preferred.

**Responsibilities:** SRC is looking for an **unpaid (may receive college credit)** intern to work with the PR & Marketing Department on a wide variety of projects. The intern will:

- Draft basic public relations materials including news releases, media alerts, fact sheets, and other materials as directed.
- Create and update content for the agency's various social media efforts including Facebook, Twitter, YouTube, Flickr, Blogger, LinkedIn and Digg.
- Contribute to ongoing SEO and management of [www.SRCAging.org](http://www.SRCAging.org) to increase web traffic.
- Assist with the tabulation of bi-annual client satisfaction survey with online tool Zoomerang.
- Pitch story ideas to local media and track the success of news releases through Constant Contact and newspaper clippings.
- Attend and participate in weekly staff meetings, as well as other meetings as directed.
- Provide writing assistance for quarterly Communicator newsletter and help with distribution.
- Work with respective program managers to obtain content to write feature articles on participants for use in agency publications and on the website, blog and YourHub.com.
- Assist with public relation efforts (collateral, media, groundbreaking, etc.) as it pertains to the agency's \$8.7 million Capital Campaign to construct a new Adult Day facility.
- Promote SRC with giveaways and marketing collateral at several events off-site including expos, fairs, and trade shows.
- Assist with administrative duties including fax processing, sorting, collating, stuffing envelopes, mailings and other administrative functions as assigned.
- Other duties and special projects as needed.

**To Apply:** Please send a resume, cover letter and writing samples via e-mail (if available) to:

Brandon Edelman  
Coordinator, Public Relations & Marketing  
[bedelman@SRCAging.org](mailto:bedelman@SRCAging.org)

**Deadline:** Monday, March 15 with a tentative start date of March 22.