



JOB DESCRIPTION

State Form 52468 (12-05)

This document is used to provide a basic description of essential duties and other work elements.

Employee Name: N/A		
Agency: Department of Revenue		BU:
Division: Public Relations	Section/District:	
Job Title: Public Relations Intern		Job Code: N/A
Working Title (if different from above): Job Opening ID: 577577		
Reports To: Director of Public Relations		
FLSA Status: <input type="checkbox"/> Non-Exempt (OT Eligible) <input type="checkbox"/> Exempt		Effective Date : May 14, 2012

Purpose of Position/Summary:

The Governor's Summer 2012 Public Relations Intern will support the principle functions of public communication in the Public Relations Division. In addition to working on standard writing, research and communication assignments as assigned, the Intern will be responsible for creation and execution of a series of research projects.

Essential Duties/Responsibilities:

Intern's duties and responsibilities will include three major projects expected to consume approximately 60 percent of work time:

1. A major research project from development, execution, and reporting of findings and recommendations of a readership survey of employees on our two internal publications: HR News and The Revenuer.
 2. In addition, the Intern will assist in evaluation research on the department's major public relations campaign conducted January through April for INfreefile. This evaluation will include, but is not limited to, focus groups, online survey, and media content analysis -- all critical skills for public relations professionals.
 3. As time permits, the Intern will assist in the updating of the Employee Survival Guide and with media research, writing, and web/social media development as needed.
- Additional duties to assist in researching and writing articles for internal publications and news releases for public release will add to the Intern's experience.

Job Requirements:

Must be a junior or senior at an accredited university majoring in public relations. Must have already participated in at least one prior internship. Must be proficient in MS Office applications, including Word, Excel and PowerPoint. Should have basic understanding of research principles and instrument design and execution. Must understand AP Style rules for public relations writing. Must have strong public speaking skills and strong interpersonal skills and the ability to remain composed in varying situations.

Supervisory Responsibilities/Direct Reports:

No supervisory responsibilities

Difficulty of Work:

Intern must understand the principles of social research, basics of professional public relations practices, and be able to coordinate with multiple parties to complete projects. The Intern must have the ability to work with diverse, sometimes high level constituencies, employing tact and diplomacy. Must have the ability to prepare accurate and error-free reports and correspondence.

Responsibility:

Intern works under the supervision of the Public Relations Director following general instructions and/or objectives are given before work begins. Candidate works independently from a an agreed-upon direction and uses general judgment in solving general problems. Work is reviewed routinely to ensure compliance with objectives and sound judgment.

Personal Work Relationships:

Good personal work relationships with community groups, co-workers, administrators, supervisors, division director, other government agencies, etc., for the purposes of building and maintaining good rapport on behalf of the agency is crucial to this success of this role.

Physical Effort:

Minimal

Working Conditions:

Office. Must be able to use desktop computer and standard office applications.