Purpose of Position/Summary:
The purpose of the Media and Communications Intern is to assist the Media and Communications Services Department with sharing IDEM's stories to internal and external audiences. The intern will assist by writing, editing and publishing the monthly employee newsletter; generating evergreen content to be used in a variety of mediums; drafting press releases and media advisories; and collaborating on social media campaign development.

Essential Duties/Responsibilities:
• Create repository of evergreen content: Generate original evergreen content through a variety of mediums (print, photo, audio, video) to be used internally and externally. Attend internal and external events to gather information for future newsletter stories, social media posts or other forms of communication.

• Create monthly internal newsletter IDEMInsider: Write, edit and publish IDEMInsider by the first week of each month. Develop content and story ideas that are timely and relevant to IDEM staff. Work with IDEM staff to obtain necessary information and contributions for the newsletter.

• Social media planning: Assist with the creation and development of educational social media campaigns, in accordance with agency's digital communications plan, that promote IDEM initiatives, programs and partners. Travel and attend outside events to record information and take photos for social media opportunities. Research and stay up-to-date on environmental-related celebrations, activities and holidays.

Job Requirements:
• Assist all members of Media and Communications Services (MACS) with the development and communication of the agency's internal and external messaging.
• Must have experience in Adobe Creative Suite applications including Photoshop, InDesign and Illustrator.
• Create and utilize agency content that resonates with program stakeholders, staff, and the general public.
• Interview internal and external subject matter experts to develop content for blogs, videos, b-roll, information and fact sheets, the agency website, press releases, social media platforms, etc., and ensure materials are inviting, engaging, and informative.
• Embrace and enjoy the creative process.
• Understand and be familiar with new tools related to trends in digital communications and technology.
• Assist in making recommendations for changes in systems, methods, procedures, or workflows to meet deadlines, stakeholder expectations, and budget requirements.
• Capture agency special events in real time; State Fair, Earth Day, public meetings, hearings, and other agency field activities.
• Other duties as assigned.

Supervisory Responsibilities/Direct Reports:
No direct reports.
**Difficulty of Work:**
Work requires intern to juggle multiple projects at the same time, while maintaining a level of independence to generate ideas and create informational content with a quick turnaround time.

**Responsibility:**
Assisting with offsite events may, at times, require work during off hours or weekends.

**Personal Work Relationships:**
Work closely with other members of Media and Communications Services to ensure consistent messaging.

**Physical Effort:**
N/A.

**Working Conditions:**
Normal office environment.