



West Michigan Center for Arts +Technology Job Description

Job Title: Communications + Public Relations Intern
Reports To: Communications Manager
Start Date: Monday, January 13th, 2020
Application Deadline: Saturday, November 30th, 2019
Compensation: College credit and hourly pay

SUMMARY

West Michigan Center for Arts + Technology (WMCAT) is an innovative, forward-thinking organization grounded in the symbiotic relationship between space, technology and best-practice programming. We provide a culture of opportunity for people to create social and economic progress in their lives and community. The Communications + Public Relations Intern helps to support the communications and public relations needs of WMCAT, including media, external communications and internal communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Demonstrating a commitment to the mission of WMCAT to provide a culture of opportunity
- Assisting in various communication strategies for WMCAT, including:
 - Interviewing WMCAT stakeholders
 - Writing stories to help build storybank
 - Creating blog posts
 - Writing press releases
 - Writing newsletter copy
 - Helping to build SEO
- Maintaining and updating website
- Assisting in building public relations plans
- Assisting in communications and marketing efforts for WMCAT events
- Completing other duties as assigned

RESULTS EXPECTED

- Maintain administrative policies and procedures
- Maintain accurate, complete, and timely reports and records
- Maintain an array of services and programs to meet the needs of colleagues and WMCAT students as appropriate
- Comply with organizational policies and ethical business practice standards
- Demonstrate exemplary professional standards in performance, conduct, and appearance
- Strive to align and lead nationally recognized best practices

EDUCATION/EXPERIENCE/SKILLS

- Degree seeking. Studies in communications, public relations, or marketing preferred
- Strong written and verbal communication skills
- Strong organizational skills
- Ability to work independently and with initiative
- Ability to prioritize multiple tasks
- Interviewing skills and/or the ability to connect with diverse groups
- Experience with website management is preferred, but not required

SCHEDULE

- 10-15 hours per week for one semester (approx. 10-15 weeks)
- Potential to extend internship if both parties are interested in doing so

PHYSICAL DEMANDS

- The physical demands described here are representative of those that must be met by an intern to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the intern is regularly required to use hands to handle, or feel, and is frequently required to talk or hear. The intern regularly is required to sit, walk, stand, and reach with hands and arms. The intern is occasionally required to stoop, kneel, climb or crouch. The intern must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

No person shall be excluded from WMCAT services, employment or volunteer participation because of ethnicity, race, national origin, age, height, weight, genetic status, gender identity, sexual orientation, marital status, economic circumstance, veteran status, physical and/or mental abilities/characteristics, philosophy/religion, or any other status that is protected by State of Michigan or federal law or by local ordinance for those jurisdictions where WMCAT operates.

To apply: Please send a cover letter and resume to Jenny Griffin at hire@wmcat.org.