



JOB DESCRIPTION

Title: PUBLIC RELATIONS & SOCIAL MEDIA INTERN	Team: Marketing
Reports to: Sr. Manager of PR & Social Media	Status: Part-Time, Non-Exempt

Summary

The main duties of the PR & Social Media Intern include administrative duties, assisting with social media campaigns and assisting with promotional material related to public relations efforts. Under the direction of the Sr. Manager of PR & Social Media, this intern is responsible for performing the following duties:

Responsibilities

- Delivers excellent guest service to internal and external customers in line with the organization's mission, culture, and values.
- Models appropriate guest and partner interaction at all times.
- Supports PR/marketing campaign planning and execution.
- Assists in the creation of written, video and image content for marketing platforms, including any of the See Rock City Inc. social media channels.
- Assists in coordination of film crews or photographers onsite.
- Assists with monitoring social media channels and travel review sites, as well as follower engagement.
- Provides live social media coverage during select special events such as the Enchanted Garden of Lights.
- Research, fact checks, and writes PR copy such as award submissions and press releases.
- Participates in marketing brainstorming sessions.
- Assists with the measurement and reporting of the results of marketing initiatives.
- Performs other duties as assigned by management.

Qualifications

- Bachelor's degree or currently working towards a bachelor's degree in PR, digital media, communications, or closely related field. College student preferences given to juniors, with a goal of continuing this part-time role through the senior year.
- Possess an outgoing, friendly personality and the ability to provide excellent guest service.
- Ability to communicate and interact effectively in one-on-one and small group situations.
- Ability to add, subtract, multiply and divide. Ability to perform these operations using units of American money.
- Ability to provide a flexible schedule to work nights, weekends, holidays, and special events as needed.
- Must possess excellent computer skills and willingness to learn marketing-related software as needed, such as Dropbox, Basecamp and Buffer.
- Knowledge of AP style.
- Required to regularly use hands and fingers. Ability to lift/move up to 25 pounds. Required to walk, stoop, kneel or crouch frequently. Must be able to stand regularly.