



## **Leadership Austin Communications Internship Fall 2008, Spring 2009**

### **Time Period**

The following periods are available:

- Fall 2008 Term: 10-15 hours per week.
- Spring 2009 Term: 10-15 hours per week.
- Weekly hours flexible but should be consistent week to week.

### **Internship Description**

The Communications Intern will report to the Vice President of Development and Marketing and develop and implement communications plans with Leadership Austin constituents, media, and general public. **This is an unpaid internship.** Interns must commit to an entire term to be considered and should be an upper-level student majoring in Public Relations, Marketing, Communications or Business Administration.

### **Skills required**

- Media relations experience (writing press releases, media alerts, etc.)
- Strong writing and editing skills
- Excellent phone and email skills; comfortable conversing with high-profile community leaders
- Ability to manage multiple projects and deadlines simultaneously
- Careful attention to detail
- Must be familiar with Microsoft Office tools (Excel, Outlook, etc) and comfortable learning new technology systems.

### **Activities to include (but not limited to)**

- Marketing Leadership Austin programs to partner organizations, community calendars, Leadership Austin database
- Creating marketing collateral in cooperation with graphic designers and Leadership Austin staff
- Generating bi-monthly e-newsletter
- Maintaining information on Leadership Austin website
- Maintain Leadership Austin media list and press kit
- Write and send media alerts and press releases for newsworthy information
- Send photos to media from Leadership Austin programs and event
- Compile information for annual report to the community

- Responsible for maintaining current information on social marketing tools such as Facebook, Twitter, etc.
- Additional assistance to Vice President of Development and Marketing as needed

### **About Leadership Austin**

Leadership Austin fosters a non-partisan environment where people of diverse backgrounds and experience come together to learn about civic leadership, engage in meaningful dialogue about important public issues, and collaborate to make a difference in Central Texas. Leadership Austin offers programming that serves the broad continuum of leadership experience and interests at every stage in an individual's leadership career. Those who have trained with Leadership Austin are influencing the community in measurable ways and improving the quality of life in our region. [www.leadershipaustin.org](http://www.leadershipaustin.org).

Interested individuals should send resume and 1-page writing sample (any topic) to Hannah Nokes, Vice President, Development and Marketing: [hnokes@leadershipaustin.org](mailto:hnokes@leadershipaustin.org).