

City of Weldon Spring, Missouri Job Description

Public Relations Internship Temporary Part-time Position

Division: Administration
Date: August 11, 2016
Duration: 16-20 Weeks at 20-25 hours/week **Salary:** \$9.00/hour
Reports to: City Administrator **Grade:** 2

PURPOSE

The Public Relations Internship Program is designed to provide an introduction to municipal government operations in a variety of governmental activities with a strong emphasis in Public Relations utilizing communication and marketing skills. The successful candidate will learn about the City of Weldon Spring and will be responsible to complete day to day tasks as well as project oriented assignments.

ESSENTIAL FUNCTIONS & DUTIES

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Duties may be added, removed or modified as deemed appropriate by the city administration.

Research and become familiar with the City's history, character and demographic configuration in order to better understand the City's composition and niche within the greater St. Louis Metropolitan Region.

Responsible for becoming proficient with the city's website administrative interface and conducting regular content updates to the City website and social media outlets.

Develop marketing materials to be used to promote and build on the City's reputation and image. These shall include but not limited to brochures, pamphlets, flyers, letters, articles, press releases, news feeds, signage, banners, logos, etc.

Photograph images of the community (i.e. people, places, events, etc.) and provide basic editing of photos and utilize them for marketing/promotional activities.

Attend business and networking meetings as requested and represent the City in a professional manner.

Assist with the planning and implementation of current City events and public activities; this may include the development and implementation of a new city sponsored community event/activity as well as working the City's annual Independence Day Celebration event.

Preparation of a final report for the benefit of the City Administration and Higher Education Institution will be required. The final report shall include a summary of what was learned by the intern, recommendations to the City that would improve municipal operations and/or city/resident relations and close with an overall analysis and conclusion of the internship program's strengths and weaknesses.

Perform other duties as assigned.

Minimum Education and Experience Required to Perform Essential Job Functions

- High school diploma or equivalent
- Two years/60 credit hours of college education: emphasis in Public Management, Marketing, Communications, Journalism and/or Business Administration

Physical and Mental Abilities Required to Perform Essential Job Functions

- Ability to lift and carry a minimum of 25 lbs.
- Proficient with Microsoft Office Suite
- A valid motor vehicle operator's license

Language Ability and Interpersonal Communication

Ability to analyze, categorize, advise and interpret a variety of data and information such as demographic reports, news articles, research reports/charts, state statutes, city ordinances, procedures, guidelines and planning documents.

Possess strong communication, leadership, and interpersonal skills.

Judgment and Situational Reasoning Ability

Ability to use functional reasoning and apply rational judgment in performing diversified work activities.

Physical Requirements

Ability to operate, maneuver and/or steer equipment and machinery requiring simple but continuous adjustments, such as motor vehicle, computer terminal, copier/scan/fax machine, digital camera, tape measure, flash light, two-way radio, and telephone.

The City of Weldon Spring is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.