

Career Services Public Relations and Marketing Internship 2018-2019 Application

To Apply: To apply for the Public Relations and Marketing internship in Career Services at the Compass, please email the materials below to careerservices@oswego.edu by **MARCH 1, 2018**. Qualified applicants will be asked to come in for an individual interview with Career Services staff.

- Résumé, including three references, along with...
- Work Sample (examples: poster, flyer, press release, digital signage, screen shot of a website you developed, video, presentation, brochure/pamphlet... something that demonstrates a skill set that you hope to bring such as writing, graphic design, public speaking and/or technology skills, etc.)

Requirements:

- Must be willing to **commit for the full 2018-2019** academic year for 10 hours per week.
- Minimum GPA is 2.5 at time of application.
- **Sought after majors/minors include** Graphic Design, Marketing, and/or Public Relations.

Academic Credit

- To earn credit, interns must enroll in GST 498 or equivalent departmental course.
- You must also secure a faculty sponsor in your academic major department and complete a learning agreement by Sept. 1.
- Upon successful completion, interns will earn 3 upper division credits each semester.
- Please note that students in the School of Business must be junior standing in order to receive academic credit for an internship. Non Junior/Senior status students will need to complete the prerequisite deviation for credit in other majors.
- You can visit Center for Experiential Learning at the Compass in 145 Marano Center for assistance with credits and sponsors.

Overall Responsibilities:

- Establish and utilize relationships with campus & local print, broadcast, and web media
- Inform and motivate students to participate in Career Services programs and events
- Design brochures, flyers, table tents, LCD's, handouts and other promotional materials as needed
- Become familiar with and adhere to the operations and procedures of a professional office
- Collaborate with and support other PR Interns in Career Services
- Utilize and improve writing skills through composition of media articles and press releases
- Develop, schedule and implement promotional campaigns for Career Services events
- Research opportunities and promote events and programs through presentations for clubs, classes, residence halls and other constituents
- Utilize social media to inform students about upcoming events and resources
- Work cooperatively with Compass Navigator interns to coordinate publicity for events
- Become familiar with appropriate software applications to develop marketing materials
- Maintain a somewhat flexible schedule depending on major events and activities throughout the year

Skills required:

- Strong work ethic while being able to have FUN and think outside the box
- Ability to work unsupervised on several assignments simultaneously
- Superior time management skills and the ability to plan ahead
- Desire to take initiative and learn new skills that will be sought after in any job

Supervision:

Public Relations and Marketing Interns will be assigned to a staff supervisor who will provide support, monitor progress and serve as a mentor interns throughout their internship.

Training:

Interns will attend a spring meet and greet and are expected to meet w/ their direct supervisor before leaving for summer break. A more in depth training will occur in the fall, which will include time to develop initial marketing campaigns for the semester.

The staff in the Compass Resource Center can assist you with resume M-F 10-4:30pm! Résumé resources can also be found online at: oswego.edu/careerservices