

**Career Services Public Relations and Marketing Internship
2017-2018 Application**

To Apply:

To apply for the Public Relations and Marketing internship for Career Services in the Compass, you must email the materials below to careerservices@oswego.edu, no later than **February 20, 2017**. Qualified applicants will be asked to come in for individual interviews.

- Resume, 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 2017-2018** academic year for 10 hours per week.
- Internship credit is granted each semester through GST 498 or equivalent departmental course with a faculty sponsor).
- Minimum GPA is 2.5 at time of application.
- Note: Students in the School of Business must be junior standing in order to receive academic credit for an internship.

Sought after majors/minors: Graphic Design, Marketing, and/or Public Relations.

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 brief spring meet and greet and are expected to meet w/ their direct supervisor during the fall semester for more in depth training and to kick off marketing campaigns for the semester.

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