**Job Title:** Lourdes University Media Intern

**Department:** University Relations

**Reports to:** Heather Hoffman, Media Coordinator & Writer

**Term:** 125 hours per semester (approx. 10-12 hours per week), renewable

**Pay:** $1,000 stipend upon successful completion of internship, school credit available

**Description**

Founded in 1958 by the Sisters of St. Francis of Sylvania, Lourdes University is nestled in the charming suburban city of Sylvania, Ohio, just minutes from Toledo and part of the famed Great Lakes region. Rooted in Catholic and Franciscan traditions, Lourdes provides a values-centered education that enriches lives and advances academic excellence through the integration of the liberal arts and professional studies.

Lourdes University’s Office of University Relations is seeking an intern interested in gaining valuable real-world working experience in social and traditional media relations. The ideal candidate will be professional, reliable, have a flexible schedule, and possess advanced writing skills and the ability to craft a dynamic and engaging story through multi-media (social media messaging, photography, video).

**Responsibilities**

* **Dean’s & Honor Roll Media:** Oversee distribution and promotion of Dean’s and Honor Roll lists – Make contact with student hometown media, update press release (template to be provided), distribute to media, follow up with media and track coverage
* **Student Scholarship Media:** Oversee distribution and promotion of student scholarships (list to be provided) – Contact students directly to craft press release and take student photo, make contact with student’s hometown media, distribute press release to media, follow up with media and track coverage, post press release via Facebook and Pinterest
* **Other Student Interest Stories:** Oversee distribution and promotion of other individual student interest stories as assigned – Contact students directly to craft press release and take student photo, make contact with student’s hometown media, distribute press release to media, follow up with media and track coverage, post press release via Facebook and Pinterest
* **Facebook:** Take photos of various campus events as assigned and upload to Facebook, collect and note student names whenever possible, add photos to Instagram as well
* **Pinterest:** Build “Discover Lourdes Style” board, take photos of fashionable students on campus, identify with name, year, and major whenever possible, add photos to Instagram as well
* **Social Media General Tasks:** Assist Lourdes in growing its social media presence by developing contests, engaging posts, etc.
* **Records and Tracking:** Create list of hometown media with name of publication/name of contact/phone/email and keep updated as semester progresses, record and track all media mentions for press releases distributed, provide reports on coverage to Media Coordinator

 **Expectations & Requirements**

* A solid working knowledge of AP writing style
* Excellent communication skills
* Ability to work independently and meet deadlines as assigned
* Prior experience with and intermediate skill level on Facebook, Instagram and Pinterest
* Excellent follow-through, organizational and tracking skills
* Intermediate photography experience (ability to take photos using smart phone and/or digital camera)
* Representation – Professional, business-casual attire (shoes appropriate for walking), mature and responsible use of personal social media presence, professional and diplomatic communication
* Reliability – intern must arrive for scheduled shift on time and/or provide advanced notice to Media Coordinator if not able to work on a given day (three cancels or one no-call no-show will result in internship termination)
* Smartphone - University Relations will provide a professional grade digital camera when necessary, but student is expected to utilize his or her personal smart phone for social media functions
* Working knowledge and support of Lourdes University’s mission and core values of community, learning, reverence, and service

**Acceptable Majors**

Communications, Creative Writing / English, Journalism, Marketing, Public Relations

*\* Students do not have to attend Lourdes University to be eligible for internship \**

**Student Benefits**

* Opportunity to take classroom knowledge and apply it in real-world context
* Develop work which can be used to build professional portfolio
* Letters of reference, if internship completely successfully
* Fulfillment of internship requirement for degree completion
* Build relationships with professionals in the student’s chosen field
* Learn new skills