

Sample Job Description and Learning Plan for New LEAP Agreement

Hamline University Office of Strategic Communications

Brief description of the organization and its functions (a short paragraph):

The Office of Strategic Communications oversees and implements public relations, online communications, traditional and social media relations, internal and external communications, government relations, and crisis communications strategies and efforts for the university. It also manages the publication of Hamline's internal newsletter.

The Public and Media Relations Intern for the Office of Strategic Communications will be a member of a dynamic, professional team focused on conceptualizing, pitching, developing and completing projects for Hamline and outside businesses and nonprofit organizations through strategic public relations, social media, video production, media relations, and communications.

Craft, pitch, manage, and create PR and media relations plans and/or projects for local businesses and nonprofits, as well as for Hamline University

Assist in enterprising media pitch opportunities

Write and assist with news releases, media advisories

Create written and visual content for Hamline's digital signage across campus

Update the Inside Hamline website with announcements

Maintain the university's online experts guide for news media ~~(b) (5) (m) (4) (B) (c) (i) (1) (5) (3.)~~ TJET ~~02~~ caeW nBTcrld ~~5~~ TJ

By the end of your internship, you will be able to:		
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