## Sample Job Description and Learning Plan for New LEAP Agreement

## Name of the organization:

Hamline University Office of Strategic Communications

# Name of the position: Public and Media Relations Intern

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.

## A summary description of your internship role:

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.

## A list of tasks/ activities for which you will be responsible:

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

Learning Outcome:	Learning Plan:	Artifacts and Evaluation:
By the end of your internship, you will be able to:		

Apply learning from particular academic programs or disciplines to your internship experience.

3. Reflect throughout the internship experience to develop personal insight, growth, and development, and to build capacity for lifelong learning.