**Graduate Internship Program-Communications/Public Relations**

**(aka: Government PR Rock Star in Training!)**

**Internship Job Title:** Communications Intern

**Employer:** City of Kyle

**Nature of Business:** Municipal Government

**Address:**  100 W. Center St. Kyle, TX 78640

**Contact Person:** Jerry Hendrix

 **Title:**  Chief of Staff

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**Brief introduction:** Believe it or not, there is life after college! This opportunity is not for everybody. You’ll need to be energetic, creative, innovative, and ready to dig into some real world communications and public relations work that you can take with you on your journey to a productive and rewarding career.

This internship will put you in the epicenter of public engagement though the City of Kyle. You will write press releases (real ones that actually go out to the public), assist with web site updates and design, develop and implement social media strategies, and investigate best practices that can be implemented and used well after you move on to shape the world on your own.

**Objective:**

The City of Kyle Internship Program is built to introduce the rubber to the road in terms of putting your “book learning” skills to real world use. When you have completed this internship you will be ready to hit the ground running and be “THE man/woman” and not just another college grad looking for work.

**Description:**

The City of Kyle Internship Program seeks to attract exceptional men and women from different social, economic, cultural backgrounds and academic disciplines. Since we are the “government” and we are here to help, it would be nice if you were interested in a career in local government as well.

If this is you, you could be offered an internship you can use towards completing your master’s degree in public administration, communications, public relations, journalism, or closely related field.

Once accepted, you’ll be part of a program designed to develop and train innovative people in the public relations function of local government. Interns have the opportunity to observe and participate firsthand in the efforts of the City to resolve some of its most pressing issues.

Each intern is provided with the opportunity to work in the Communications Office and other departments as well. During your internship you will encounter a variety of communication systems and gain exposure to many of the issues faced by a City Communications department. You will be exposed to important issues, improvement initiatives, and new approaches and directions. Interns will be involved with administrative and citizens’ committees and attend City Council and management meetings as deemed appropriate.

Interns will also have the opportunity to meet and network with local government professionals and/or business professionals. In observing certain processes will allow the intern to develop a comprehensive understanding of how communications are carried out in municipal government.

**Minimum Qualifications:**

* **Minimally,** you must be currently completing coursework towards a master’s degree in communications, public relations, journalism, or closely related field status and meet minimum GPA requirements.
* **Preferably,** you are rocking the grades and have high expectations for yourself and your future, ideally in a government setting. You are a leader among leaders, play well with others, and dig team projects.
* You can write like there’s no tomorrow, speak in public like nobody’s business, and come up with a PR plan that could sell ice to an Eskimo.
* You’re a “highly organized self-starter; with the ability to work independently and as a team,” or you know where your stuff is and you can get it done without someone looking over your shoulder.
* You can multi-task, get stuff done on time, and get said stuff done correctly without overuse of caffeine and sugar products.
* You are actively working towards a degree in graphic design, communications or other related field, because all that engineering stuff won’t help you here.
* You have a working knowledge of the Adobe Creative Suite applications, specifically InDesign so you don’t have to bring your own crayons.
* You have strong written and verbal communication skills and you know how to use them toward the greater good.
* You have the ability to communicate by phone, email, text, snap chat, smoke signals, telegraph, semaphore, or other means, or even in person and/or in one-to-one or group setting.
* You can analyze problems and make recommends toward a solution to management, preferably without the use of a lifeline, phone a friend, or ask the audience.
* You play well with others, including other City employees, elected officials, agents or other governmental entities and the general public.
* You’ll need a valid Class 'C' Texas Driver's License because we ain’t coming to get you.
* Since you are working toward your Master’s Degree, it would be best if you already had a Bachelor's Degree from an accredited college or university, preferably coursework in communications, public relations, journalism, or closely related field.
* Include some Writing Samples, Portfolio/Art/Web pages samples so we’ll know that public education works.

You’ve made it this far, so obviously we’ve got your attention. Keep reading for the boring HR stuff below that you’ll probably want to know before sending in your application.

**Duties/Responsibilities:**

- Assist in writing, pitching and following up on news advisories and public service announcements.

- Assist in collecting and recording media clips.

- Participate in major Council events, take photographs, and interact with media as needed.

- Assist in producing content for Council communication, marketing and public relations materials for print and electronic communications.

- Assist in maintenance of City of Kyle Web pages and related sites.

- Proofread and review materials to correct spelling, punctuation, grammatical and typographical errors.

- Research opportunities to increase the City of Kyle visibility through community programs and events.

- Provide communications support to Chief of Staff and other departments as requested.

-May handle phone inquiries regarding information concerning various programs from other departments.

-May be asked to attend or serve on various administrative and citizen committee meetings and City subcommittee meetings.

• Assist with design and layout of communication materials for both print and web.

• Assist with project coordination; involves collaboration with other staff to obtain content, deadlines, contact information, etc.

• Photograph events; assist with photo editing and photo library management.

• Assist in producing content for Council communication materials, both print and Web based.

• Proofread and review materials to correct spelling, punctuation, grammatical and typographical errors.

• Provide communications support to the Chief of Staff and other departments as requested.

-Performs related duties and fulfills responsibilities as required.

-Completes special projects as assigned.

**PHYSICAL REQUIREMENTS:**

*Physical requirements include occasional lifting/carrying of 5 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate computer keyboard; typewriter and basic office equipment. Subject to sitting, standing, bending and twisting to perform the essential functions. Working conditions are in an office environment.*

**Through the City’s internship program an intern can:**

Possibly earn college credits and invaluable experience.

Explore personal interests and goals in Public Administration, Communications, Public Relations, and/or Journalism.

Enhancement on your resume and expand your Professional Network.

Apply, challenge and develop your intellect and knowledge base.