



MCOR Public Relations and Social Media Internship

Maricopa Corporate College (MCOR) is looking for interns to assist in launching MCOR's Public Relations program. We are the newest entity of the Maricopa Community Colleges and we are looking for innovative self-starters to join our team and share our messaging through public and media relations, inbound marketing and content development. Interns in this position may earn inbound certification from HubSpot during the course of their internship.

Internship Summary of Duties

This position works in the department of Marketing and Public Relations and includes research, and production for MCOR public relations, media campaigns and inbound marketing platforms. Responsibilities include any of the following areas: topic research, interviews, writing and editing content for press releases, blog posts, social media and web content and broadcast news. Interns help brand and define our voice across all media platforms.

Scope

This position works within the area of Marketing and PR; work contacts include the MCOR Marketing and PR Coordinator, administrators and staff, local, state and national media, vendors and clients. Equipment includes: Macintosh computers, printers, scanners, iphone or equivalent, audio recorders and digital cameras.

Supervision Received

This position reports to the Marketing and PR Coordinator.

Responsibilities (Subject Focus Options)

- Write and disseminate articles, blog posts, press releases, broadcast scripts, email bulletins and other communications deemed necessary for MCOR goals and objects.
- Research relevant topics, interview subjects and write content to launch new company blog and help build an inventory of case studies. Optimize content for search engines and lead generation.
- Grow blog subscribers and expand the overall blog's reach.
- Provide feedback to other contributors, and editing other writers' content.
- Build media relationships for print and broadcast
- Earn Inbound Certification from HubSpot (optional)

Minimum Qualifications

Any combination of education and experience that provides the required knowledge and abilities for the internship. An example of this would be college-level coursework in public relations, journalism, mass communications, marketing or similar field.

- Outstanding verbal and written communication skills
- Ability to identify, cultivate and craft news stories and media materials
- Experience researching companies and issues
- Previous Twitter, Facebook, LinkedIn and other social media experience required
- Experience using the Microsoft Office suite of computer applications
- Understanding of AP style and newswriting
- Basic understanding news elements, newsroom operations and journalistic integrity
- Previous newsroom/media (journalism) experience and exposure a plus
- High standard of ethics, excellence and integrity

Education and Experience

College sophomore, junior, senior or recent graduate in public relations, communications.

Hours: 10-20 per week for course credit. **Timeline:** Immediately for a Semester.

If you are interested in applying for this position please email your unofficial transcript (from <https://my.maricopa.edu/>), resume and cover letter to Cindy Gemberling at cynthia.gemberling@scottsdalecc.edu. For questions please call (480) 423-6384.