

# AMBASSADOR OF BUZZ AND CRAYON CHAMPION INTERNS

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## Description

The Washington State Charter School Commission (Commission) is seeking motivated interns interested in engaging in all aspects of the of the Commission's communications, marketing and/or graphic design needs. Minimum qualifications include a strong knowledge and understanding of the digital media landscape, including various social media websites, as well as excellent written and verbal communication skills, demonstrable creativity, and an understanding of the importance of attending to even the smallest details in their work products. Desired qualifications include prior experience with WordPress or other commensurate website development software, Adobe InDesign or other commensurate publication software, and MailChimp or other commensurate mass-email software. The interns hired for this position will be self-starters with strong critical-thinking skills in order to integrate into our vibrant and passionate team.

## Responsibilities

- Monitor all Commission public media
- Research and inform Commission staff of speaking engagements, appearances, photo shoots, and other special events related to education reform
- Draft press releases and other materials
- Support the ongoing development and refinement of Commission logo and brand
- Assist with mailings and print production
- Compile contact lists
- Search for press clippings
- Create or update communication databases
- Monitor and post on blogs, forums, and social networks
- Online outreach and promotion using Facebook, LinkedIn, Twitter, and more
- Website and social media optimization
- Design and draft new and/or innovative graphics to support Commission communication goals
- Cost/benefit analysis

## **Requirements**

Students applying for this internship must have strong communication skills and should be majoring in Public Relations, Communications, Marketing or Journalism. Applicants should also have strong writing skills, as well as a solid understanding of social media and youth markets. Only interns proficient with Microsoft Word and other Microsoft Office applications should apply.

## **Majors**

Public Relations, Marketing, Communications, Journalism, Business, Art & Design, Publishing and Printing Arts

