



ALP Intern Job Description Local

SUPERVISOR CONTACT INFORMATION:

Name of Organization: **Hochstein School of Music & Dance**

Name & Position of Supervisor responsible for Intern: Cheri Trimble Miller, PR Coordinator

Phone Number: 585-454-4403 E-mail address: cheri.trimble-miller@hochstein.org

POSITION INFORMATION: (If more room is needed, continue answer on a separate page.)

1. Position Title: **PR Intern**

2. Internship Description (Department & Duties):

Within the Dept. of Communications:
Online Calendar input of events, various media sites

Copying and distribution of posters, some to local library

Data entry of addresses for master list

Event planning and participation: ushering, preparation of promotional material, folding programs, etc.

Attend meetings with PR Coordinator to fully understand Hochstein vision and implementing program ideas, classes, marketing and promotional initiatives

Press releases: writing, proofreading

Poster display, possible design work, editing

Social Networking sites communication- Do Good, Facebook, Twitter, Blog, YouTube, etc.

Re-purpose some online content for a variety of promotional purposes

3. What will the Intern(s) learn while performing these duties?

The intern will learn the breadth of a non-profit music school in its educational mission, work with staff and faculty on promotional events, gain media relations and other community collaborations with cultural organizations

4. Skills and/ or experience that would be necessary or helpful for intern to have: (include software, project mgt., etc.)

Communication skills, social networking savvy, Internet research, artistic bent for visuals, photography/video exp. a plus

5. Is a car required? No Yes Mileage paid? No Yes Amount: _____

Please note that interns are limited to working 100 hours per semester.

Form Completed by: Cheri Trimble Miller Date: February 2, 2012