

## **Stow-Munroe Falls City Schools PR Intern**

Stow-Munroe Falls City Schools is a K-12 school district in Northeast Ohio working to provide a 21st century education empowering each learner to be a self-motivated successful citizen in a global society. Stow is looking for an enthusiastic, motivated and self-sufficient intern to join our team with the opportunity to gain firsthand knowledge of our daily activities.

To qualify, candidates must be 18 years or older and meet all qualifications listed on this position description. Interested candidates must include cover letter and resume. Interviews will begin promptly and could include Google Hangout/Skype interviews to expedite timeliness of the process.

### **Responsibilities**

This position is responsible for creating and driving publicity efforts in the areas of public relations, media relations, event planning and community relations. Interns will be fully immersed into the daily routines of a K-12 realm to gain insights into operations and current events.

This position requires on-site attendance at least 3 days a week for a minimum of 10 hours per week. An additional 5 hours will be spent outside of the district, on your own working on creating posts, replying to emails, working on individual writing, projects, etc. Days and hours can be flexible and coordinated with the Director of Technology Integration/Public Relations

The stipend for this paid internship is \$7500 per academic year.

Weekly scope of work consists of a combination of public relations avenues, including but not limited to;

- Attending events (including plays, athletic events, special events, etc.), visiting K-12 schools, working closely with administrators, principals and teachers throughout the district to meet all PR needs.
- Social media posts (Facebook, Twitter, Instagram, etc.) Photos taken and text crafted displaying the happenings throughout the district.  
Intern will be given specific events to cover and also buildings for completing walkthroughs and capturing candid moments that will be used for social media, press releases, website content, etc.
- Creation of newsletters, press releases, website content, social media posts, creative designs, etc.

- Email correspondence is important to this position, the ability to think and communicate in clear and concise manner while prioritizing responsibilities

**Qualifications:**

- General knowledge of principles of effective communications and mass media, publicity, advertising, and community relations.
- General understanding and experience with graphic design programs a plus.
- Excellent customer service demeanor.
- Superior organizational skills and great attention to detail.
- Must possess a strong writing proficiency and provide writing samples.
- Ability to maintain discretion and confidential information.
- Must be able to pass BCI/FBI background checks
- Working knowledge of Microsoft Excel, Powerpoint, Word, and Outlook.
- Understanding of social media practices, tools, editing software and photography skills are required.
- Must have reliable transportation.

Staff member shall serve as a role model for students in how to conduct themselves as citizens and as responsible, intelligent human beings in order to help instill in students the belief and practice of ethical principles and democratic values.

Any and all questions can be directed to Laura Forchione, Director of Technology Integration & Public Relations [st\\_lforchione@smfcfsd.org](mailto:st_lforchione@smfcfsd.org)