Marketing and Public Relations Internship
Position Description
2018

Job Title: Marketing and Public Relations Intern
Department: Marketing and Development
Classification: Internship
Pay Status: Nonexempt; Starting at $10.20/hr
Expected Hours: 40 hours/week for 8 weeks
Start/End Dates: February 1, 2018 – March 31, 2018
Reports To: Director of Education and Program Sustainability
Housing Available: Based on availability

At Keystone Science School, we believe that the power of inspiring curiosity and critical thinking, through the lens of science, changes lives and strengthens communities. We create future leaders who can problem solve and work together in an ever-evolving world and workplace environment.

The employees of Keystone Science School collectively work for the Mission, and truly live the Vision and Values! Our campus is located at 9,200 feet on the site of Old Keystone Village in Keystone, Colorado. Our historic 23-acre campus serves as the ultimate outdoor laboratory and is the home base for our diverse suite of programs. Our facilities include modern log-style dormitories, a central dining hall, an outdoor amphitheater, a state-of-the-art observatory, and a geothermal field. Visit KeystoneScienceSchool.org to learn more!

Program Overview and Job Summary:
Keystone Science School’s strong brand is built on a longstanding reputation of providing high-quality educational and character-building programs to youth and adults for over 40 years. The Marketing and Public Relations Intern coordinates with the Marketing and Development team to execute the marketing and public relations goals of the organization, which includes working with a wide variety of media outlets and online marketing techniques including advertising, Search Engine Optimization, and partnering with other websites. The most successful candidate in this position is excited to learn, an excellent writer, and not afraid of communicating with a broad base of people through a wide variety of communication channels.

The Keystone Science School Marketing and Public Relations Internship is a developmental opportunity with the goal of mentoring future Marketing and Public Relations professionals. The internship is based on a two-tiered approach to include a mentoring component and multifaceted hands-on learning components. The selected intern will gain a deeper understanding and experience with organizational branding, event management strategies, communication techniques, marketing strategies, and donor management tools. Mentoring will happen through hands-on learning and in-depth interviews of leaders within the Summit County community.

Our ideal candidate will focus on the following essential duties and responsibilities:

- Main areas of focus:
  - 70% Online marketing and social media;
  - 30% Public relations;
  - Other duties as assigned.

- Online Marketing and Social Media
  - Gain an understanding of all KSS web traffic using Google Analytics and manage any online web based advertising campaigns;
  - Produce and create simple videos of our programs, interviews of participants, and other content for our website and social media outlets;
o Assist all KSS search engine optimization (SEO) strategies including writing blog posts, developing content for our website, and implementing several other SEO techniques;
o Create and post content for a wide variety of social media platforms following all KSS brand guidelines.

**Public Relations**
o Establish a database of reporters and producers of media outlets using the software, Cision;
o Develop relationships with reporters and producers of all media outlets;
o With guidance, create press releases and provide content to media outlets with the goal of gaining press coverage for KSS and its programs;
o Understand the importance of and track all KSS coverage place on all media outlets.

**The minimum requirements in knowledge, skills, and abilities for the candidate of our choice:**
- Effective communication and writing skills;
- Strong attention to detail and organizational skills;
- Strong work ethic and will work until the job is complete;
- Excellent ‘people person’ with the ability to interact with people of diverse backgrounds and different levels of experience;
- Ability to work in a busy environment with many distractions;
- Committed to continuous learning;
- Proficiency with Microsoft Office (Word, Excel, etc.) and experience with Google Docs.

**Our required education, experience, and certifications:**
- Attained or in the process of attaining a Bachelor’s degree from a four-year college or university;
- Current First Aid and CPR certification or ability to obtain within 60 days of employment;
- Excellent driving record and a valid driver’s license;
- Must be able to successfully pass a comprehensive background check.

**Travel expectations:**
There is minimal travel required outside of Summit County, Colorado.

**The physical demands of this position:**
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands and fingers to feel, handle, or hold objects, tools, or controls; reach with hands and arms; and talk and hear. The employee is occasionally required to sit for extended periods of time, stand, and walk. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Our work environment:**
The work environment characteristics described here are representative of those that must be met by an employee while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position requires the employee to work in close contact with his/her teammates. The office space is small and the employee must have the ability to stay focused while others are working in close proximity. The noise level in the work environment is usually moderate, but varies seasonally due to programs and staffing on campus.

**Salary or stipend:**
The Marketing and Public Relations Internship is a paid internship position starting at $10.20 per hour and may include room and board for a $200 monthly deduction. The intern will also receive routine feedback through weekly face to face check-ins and mid-term and end-term reviews. Participation in this intern program does not guarantee an offer of employment at the conclusion of the program.
Ready to find yourself at the heart of Science. Adventure. Fun? Apply now!
Please submit the General Employment Application found at KeystoneScienceSchool.org/Employment. All applications require a cover letter, resume, and 3 references. Application materials will be accepted until the position is filled. For more information, please contact the Human Resources department at HR@KeystoneScienceSchool.org.

Keystone Science School is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected veteran status.