

## Public Relations Internship

Guiding Light Mission is a Christian-based non-profit organization that provides meals to homeless men, women and children in Grand Rapids, as well as providing shelter, rehabilitation and re-entry programs for homeless men.

We are seeking a self-starting public relations intern to assist with every day communications, marketing, public relations and event planning needs, as well as special projects and strategic plans.

The individual must demonstrate the ability to undertake basic public relations writing assignments, and possess an understanding of basic media relations skills, an ability to interact professionally with clients and media contacts, and good judgment. A working knowledge of computers, as well as word processing and database management software is necessary.

### Responsibilities

- ◆ Drafts basic public relations materials including news releases, media alerts, fact sheets, client meeting summaries, status reports and other materials as directed.
- ◆ Conducts daily news searches
- ◆ Helps coordinate social marketing efforts
- ◆ Updates media contact list, as needed
- ◆ Identifies story angles for press releases, newsletter, email blasts, etc.
- ◆ Carries out special event media planning activities
- ◆ Assists with general special events planning
- ◆ Coordinates event details and logistics
- ◆ Organizes mailing lists and plans for event marketing
- ◆ Participates in development department team meetings, and brings communications perspective to department initiatives
- ◆ Other duties

**Time commitment** 20 hours/week. May include some evenings and weekends, as needed.

**Reports to:** Jessica Manfrin, Engagement Director

**Compensation** unpaid; a written letter of recommendation upon favorable completion; access to print materials for portfolio use.

**If interested,** please provide resume to Jessica Manfrin, [Jessica@lifeonthestreet.org](mailto:Jessica@lifeonthestreet.org) or 255 S. Division Ave. SE, Grand Rapids, MI 49503.