

THE COUNCIL ON RECOVERY

INTERNSHIP OPPORTUNITY

POSITION TITLE: Public Relations Intern

REPORTS TO: Chief Marketing Officer

ORGANIZATION

The Council on Recovery is a non-profit 501(c) (3) organization based in Houston, Texas. The Council on Recovery is Houston's oldest and largest non-profit organization providing support, information, and outpatient treatment to all who may be adversely affected by alcohol, drugs, and addiction-related issues. Founded in 1946, the Council is the leading provider of prevention, education, treatment, and recovery services in the region. The Council on Recovery is a United Way agency.

CANDIDATE ELIGIBILITY

To be eligible for consideration, candidates must be actively enrolled in, or a recent graduate of, a university public relations, journalism, marketing, business, or other related program. Current students must have at least a second-semester junior standing. Candidates may be asked to share their portfolio (academic or otherwise) that demonstrates the quality of their work, as well as their knowledge and understanding of public relations.

POSITION SUMMARY

The Public Relations Internship is designed to provide a broad range of experience in the many elements that contribute to the day-to-day communications of a non-profit organization. The intern will have the opportunity to work with and hone basic competencies in various aspects of the Council on Recovery's public relations and communications plans. The valuable skills gained from this opportunity will prove to be transferable to many careers, including marketing, public relations, communications, and non-profit management.

ESSENTIAL POSITION RESPONSIBILITIES

- Write and produce basic public relations materials including news releases, media alerts, fact sheets, web content, and other materials as directed
- Assist in planning, writing, and managing monthly eNewsletter and e-blasts
- Assist in the creation, editing, updating, monitoring, and maintenance of social media channels (e.g. Facebook, Twitter, Google+, Instagram, etc.)
- Help maintain the Council's website, including content updates, blog posts, SEO, & user inquiries
- Assist in the compilation, reporting, review, and interpretation of website analytics
- Assist in the creation and release of videos, podcasts, webinars, and other marketing communications
- Track news coverage of Council and seek follow-up opportunities with reporters
- Build and maintain media contact list
- Monitor, track, and archive media placements & stories
- Assist with implementation of Council's major fundraising events, including pre- and post-event PR
- Work with Chief Marketing Officer and other key staff to develop new and creative ideas for marketing/public relations
- Assist the Chief Marketing Officer and other staff on other relevant projects as needed

REQUIRED SKILLS & COMPETENCIES

- Self-motivated &, detail-oriented with superior written, verbal, and organizational skills
- Ability to work independently after direction; ability to prioritize, multi-task, and meet project parameters and deadlines
- Exceptionally responsible, reliable, accountable, and flexible
- Strong attention to detail and an active listener
- Prior experience with social media, digital platforms, website design, blogging, and video editing is preferred
- Active involvement and proficiency with a variety of social media channels is preferred
- Experience with Microsoft Office Suite (Word, Excel, Publisher, Outlook); Wordpress (website platform); Adobe Photoshop; HTML coding; and other related systems/software is preferred
- Enthusiasm for the mission of the Council on Recovery and the people we serve

WORKSCHEDULE & LOCATION

The part-time internship position will require approximately 15-30 hours per week. The internship will last at least one semester and will take place during normal business hours Monday through Friday. Hours and workdays are flexible depending on the intern's academic schedule. The intern will be based at the Council on Recovery located at 303 Jackson Hill Street, Houston, TX, 77007. The intern is not necessarily entitled to a job at the conclusion of the internship period.

COMPENSATION

This is an unpaid internship that is meant to be an academic endeavor for the benefit of the student and provide them with valuable work experience and guidance, and can be utilized to acquire relevant academic credits. However, while intern won't be entitled to wages (nor employee status) during the internship, the Council will provide a stipend of \$10.00 per hour to cover the intern's expenses and tuition costs during the internship period. A Form 1099 will be issued as per federal guidelines with respect to total annual stipend payments.

START DATE

Applications are accepted on a rolling basis and the position will be filled based upon organizational need. Our intention is to fill at least one internship position per semester.

HOW TO APPLY

Interested candidates should email send a resume and cover letter to: pr.intern@councilonrecovery.org. Phone calls for this position will not be accepted except from candidates who've been selected as finalists and specifically notified as such by the Council on Recovery.