

Internship Position Description American Red Cross of Greater Columbus

Internship Title: Public Relations Intern

Purpose	To assist the Communication & Marketing Department in developing and implementing new media strategies, communicating directly with the media, and crafting stories and articles for placement in various media outlets.
Key Responsibilities	<ul style="list-style-type: none"> ▪ Write news releases on current ARCGC issues ▪ Draft media fact sheets ▪ Develop creative media strategies to reach out to the media ▪ Interview and write human interest stories about Red Cross service recipients ▪ Communicate directly with the media ▪ Track media outreach and exposure
Reports To	Director of Communication & Marketing
Time Commitment	Prefer 10-15 hours a week; flexible schedule available
Length of Appointment	Ongoing; prefer at least one quarter/semester commitment
Qualifications	<ul style="list-style-type: none"> ▪ Journalism or Public Relations major ▪ Excellent written and oral communication skills ▪ Ability to organize efficiently with good follow-up ▪ Graduate or senior level student ▪ Self-motivated and enthusiastic
Training	On-the-job training will be provided as necessary.
Relationships	Receives primary work direction from Director of Communication & Marketing; will also work closely with Communication and Marketing Specialist and collaborate with other paid and volunteer staff as necessary
Budget Support	All training, materials, workspaces and/or any other equipment deemed necessary to perform the duties of the position would be provided by the American Red Cross.
Benefits/Development Opportunities	<ul style="list-style-type: none"> ▪ Affiliation with one of the most well-respected, internationally known humanitarian organizations ▪ Gain valuable work experience and networking opportunities ▪ Opportunity to provide significant input into organization's program ▪ Documentation of service, letters of reference ▪ Opportunity to cause positive change in the community.

In accordance with Chapter Policies:

- *Each Red Cross volunteer is required to provide written affirmation that he or she will perform Red Cross duties in compliance with the Red Cross Code of Conduct and the Red Cross Confidential Information and Intellectual Property Policy. All volunteers are expected to protect the Red Cross image and reputation by behaving ethically and appropriately.*
- *The ARCGC may perform, or may request that third parties perform, background and reference checks at any time in the volunteer application process. All background and reference checks will be performed in accordance with applicable federal and/or state laws. This check includes a criminal history check for the past seven years and a social security number verification.*
- *In addition volunteers whose job duties require regular, unsupervised access to clients who are youth, elderly, or disabled, or whose duties require the safeguarding/handling of Red Cross assets, must have a background free of conduct which may adversely impact their ability to perform their duties and must submit to a background check on an annual basis. It is the policy of the ARCGC require additional screening and require fingerprinting and a Criminal Record report from the Bureau of Criminal Identification and Investigation and/or Federal Bureau of Investigation.*