

Public Relations Internship @ Shelter Network

Location: Shelter Network's Administration Office 1450 Chapin Ave, 2nd Flr, Burlingame, CA 94010

Salary: Volunteer

Hours: Part-time (20 hrs/wk) through summer; some evenings & weekends as needed for events.

About the Agency: Shelter Network is committed to providing housing and support services that create opportunities for homeless families and individuals of San Mateo County to re-establish self-sufficiency and to return to permanent housing. Learn more at www.shelternetwork.org.

Qualifications: A self-starter who has excellent interpersonal, public speaking, and writing skills required, as well as strong organizational skills and a proven ability to meet multiple deadlines and balance multiple projects. Public relations experience, including media relations experience, recommended. Sales or marketing experience is helpful. Strong computer skills required. Excellent project management skills needed, including ability to coordinate efforts of multiple staff, volunteers, and outside individuals to accomplish tasks.

Responsibilities: Under the direction of the Development Director, the Public Relations Intern is responsible for coordinating Shelter Network's public relations activities (including press releases and follow up, media relations, and promotion and publicity for Shelter Network events and activities), developing and pursuing new PR and marketing opportunities, and assisting with the logistics of special events.

1. PR & MARKETING DEVELOPMENT

Develop strategies for publicity and promotion of Shelter Network activities including special events, fundraising activities, program accomplishments, client stories, and website features. Work to create and pursue new PR and marketing opportunities for Shelter Network.

2. MEDIA RELATIONS

Create press releases and public service announcements about agency activities, and follow up with reporters to promote media coverage. Update and maintain active media contact list and develop productive media relationships.

3. SPECIAL EVENTS

Work with staff to help coordinate logistics of special events including the Annual Benefit Breakfast. Manage details such as space rental, catering, audio/visual needs, production and mailing of invitations, event set-up/clean-up, publicity, etc.

4. PUBLIC SPEAKING

Work to develop public speaking opportunities including editorial board visits and a Shelter Network Speaker's Bureau.

5. GENERAL DUTIES

Participate in Department meetings, All-Staff meetings, and other agency-wide meetings and events, assist with special events, and complete other duties as assigned.

To Apply: Interested candidates should send a resume and cover letter and any other supporting documentation via email to: Jenny Luciano, Development Director: jluciano@shelternetwork.org
No phone calls please! Interviews will be set up with candidates based upon qualifications.