



2012 ROSE FESTIVAL PUBLIC RELATIONS INTERNSHIP

Objective: To gain special event and public relations experience by assisting the Public Relations Manager.

Length: March/April through June 2012.
Full-time/Part-time. Regular office hours are 8:00 a.m. to 5:00 p.m.
Overtime and extended hours on event days, including nights and weekends, required.
Start and end dates and office hours are flexible based on school course load.

IMPORTANT: Rose Festival events take place in the end of May & beginning of June; *increased availability after May 15th is strongly recommended (and preferred) for maximum internship experience.*

Compensation: Maximum \$750 stipend per month, college credit, and event tickets.

Responsibilities vary according to the needs of the public relations and events team and may include:

- Write, edit and coordinate print and/or electronic publication of media guide, published in late April
- Assist in drafting, editing, updating press releases
- Write, edit, and update parade announcer scripts
- Track, document and file press clippings
- Work with the Communications Director and Public Relations Manager to generate awareness of Portland Rose Festival events & programs
- Update media contacts; coordinate outreach to various media contacts
- Coordinate media identification badges
- Assist with on-site public relations and media support needs
- Provide general administrative and on-site event logistics support to the Public Relations team and the Events Department
- Document news reports and compile media binder with clippings, radio, tv reports, and online stats

Qualifications:

- Enrolled at an accredited college or university
- Superior writing, grammar and editing skills and strong oral communication skills
- Excellent organizational skills and the ability to multi-task
- Proficiency with Microsoft Word, Excel, PowerPoint, Access and Outlook
- General office skills and operation of office equipment (phones, copier, computer, etc.)
- Strong attention to detail and a demonstrated ability to take initiative
- Desire and ability to work in a fast-paced, professional atmosphere with the flexibility to change tasks as priorities require with enthusiasm and team spirit
- Ability to sit or stand for long periods of time, climb stairs, walk several miles, lift 20 to 40 pounds

For more information and personal testimonies, request an informational interview from these past interns:

Anthony Tham, 2008 PR Intern
Email: awtham@msn.com

Jenna Ceruti, 2011 PR Intern
Tel: (925) 389-6254
Email: jenna.ceruti@gmail.com

TO APPLY send a cover letter explaining why you would be a good fit and resume by December 15, 2011 to:

Portland Rose Festival Foundation
Attn: Public Relations Internship
1020 SW Naito Parkway
Portland, OR 97204

or send both as e-mail attachments to:
ashleys@rosefestival.org

The Portland Rose Festival Foundation is an Equal Opportunity Employer.

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