2018 Public Relations Internship

402 E. Main Street
Brownsburg, IN 46112
(317) 858-4172

Internship Supervisor
Mary Louise Bewley
Community Engagement Manager
**Department:** Parks  
**Location:** 402 E. Main Street  
**Job Title:** Intern  
**Reports to:** Community Engagement Manager

<table>
<thead>
<tr>
<th>Type of position:</th>
<th>Hours: 20-40 hours a week depending on activities</th>
<th>Overtime required:</th>
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<tbody>
<tr>
<td>☐ Full-time</td>
<td>☐ Exempt</td>
<td>No</td>
</tr>
<tr>
<td>☐ Temporary</td>
<td>☐ Non-exempt</td>
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<tr>
<td>☐ Part-time</td>
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<tr>
<td>☒ Intern</td>
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<tr>
<td>☐ Contractor</td>
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To perform this position successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed in this document are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**GENERAL DESCRIPTION/RESPONSIBILITIES**

Performs/Operates/Functions/Acts/Works as the intern for the Community Engagement Manager for Brownsburg Parks, including but not limited to:

- Performs tasks and duties as set forth by the contract with the intern’s college or university if internship is for college credit.
- Assists Community Engagement Manager with planning and implementing effective messaging campaigns.
- Assists Community Engagement Manager by updating social media daily (Facebook, Twitter, Instagram).
- Assists Community Engagement Manager by creating videos for YouTube.
- Assists Community Engagement Manager by creating content for both online and print publications.
- Attends special events and helps to document them through digital photography and video.

This position will be subject to the rules, policies and operating procedures established by the Town, which may be amended from time to time.

**JOB REQUIREMENTS**

- Must demonstrate strong writing, editing, communication and presentation skills.
- Must be able to meet established deadlines.
- Must have basic knowledge of standard English grammar, spelling and punctuation and ability to assimilate information from various sources and prepare clear, persuasive communication for oral and written presentation.
- Must have thorough knowledge of and ability to make practical application of Microsoft Word, Outlook, Excel, PowerPoint and desktop-publishing software and ability to properly operate standard office equipment, including computer, fax, and printer.
- Must have average typing skills.
- Must have good ethics and dependable attendance record.
**APPLICANT/EMPLOYEE ACKNOWLEDGEMENT**

I have read and understand this job description and its relationship to the position I occupy. This job description is not an employment contract, nor is it intended to describe all duties someone in this position may be required to perform.

___________________________  ________________________
Signature                      Date

______________________________
Printed Name

Approved By:

Date Hired:
### Internship Supplemental Application

**APPLICANT INFORMATION**

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First</th>
<th>M.I.</th>
<th>Date</th>
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<table>
<thead>
<tr>
<th>University/College Address</th>
<th>Apartment/Unit #</th>
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<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>ZIP</th>
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<table>
<thead>
<tr>
<th>Phone</th>
<th>E-mail Address</th>
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<thead>
<tr>
<th>Name of College/University</th>
<th>Major</th>
<th>Expected Graduation Date</th>
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**Area of Emphasis**

**Do you have a valid Driver’s License?**

- [ ] YES
- [ ] NO

**Please list all courses that will apply to your internship experience:**

<table>
<thead>
<tr>
<th>Course</th>
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**University Internship Supervisor:**

**Phone:**

**Email:**

**Please rank the following internship experiences.** (No. 1 being your first priority for exposure as an intern.)

<table>
<thead>
<tr>
<th>Experience</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Administration</td>
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<tr>
<td>Sponsorships/Development</td>
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<tr>
<td>Marketing/Promotions</td>
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<td>Facility Management</td>
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<td>Maintenance Operations</td>
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<td>Program Planning and Implementation</td>
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<tr>
<td>Special Events</td>
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**INTERNSHIP GOALS**

Please use additional paper if necessary.

**What do you expect from an internship experience?**

**Provide a statement of your career objective.**

**What are your strengths and what areas are you looking to grow in during an internship?**
INTERNERSHIP PURPOSE AND JOB DESCRIPTION

Purpose
- The purpose of this internship is to expose qualified candidates to the communications function within a municipal parks and recreation department. The intern will be assigned responsibilities that are on the same level as a full-time, entry-level employee. Interns will get the chance to work in all aspects of this department, as well as be given a special assignment that will benefit the department and the intern. An area of interest to the intern will be considered.
- The Department’s goal is to assist the intern through practical experience to become a professional communicator.

Intern Benefits
- The intern will receive a pay rate of $8-$12 per hour for the duration of their employment with Brownsburg Parks (12 weeks). This position is required to work up to 40 hours per week.

Job Description and Responsibilities
- Essential Duties:
  - Create digital images including information graphics, pie charts, graphs and other visual images for a variety of online and print publications.
  - Post daily messages developed in collaboration with the Community Engagement Manager to Facebook, Twitter and Instagram sites.
  - Revitalize Brownsburg Parks’ YouTube channel by shooting, editing and posting a variety of videos ranging from summer camp participants engaged in activities to members of the public enjoying park facilities. Responsible for maintaining YouTube channel by uploading new content on a weekly basis.
  - Write content for social media, flyers, message boards and a variety of publications.
  - Use digital camera to take photos for a variety of online and print publications.
  - Maintain a positive working relationship with Parks and Town staff, as well as displaying a professional image with the public.
  - Become fully informed on the policies, programs and philosophies of Brownsburg Parks.
  - Attend meetings and events designated by Community Engagement Manager.
  - Offer creative ideas and suggestions for communications strategies to members at every level of the department.
  - Assist in the creation of Intern schedule; adhere to agreed-upon schedule.
  - Complete department project chosen by the intern and agreed upon by the Community Engagement Manager.
2017 INTERNSHIP PURPOSE AND JOB DESCRIPTION

Job Description and Responsibilities

☐ (Continued)
  ▪ Create and present a PowerPoint or Prezi providing an overview of intern experiences to the Park Board at the end of the internship.
  ▪ Other duties as assigned.

☐ Responsibilities of the Student
  ▪ Arrive at work on time and prepared to work.
  ▪ Have fun! Brownsburg Parks is all about creating great experiences for visitors to our facilities. Expect to work hard, but also to laugh and enjoy the fellowship of our team.
  ▪ Brownsburg Parks believes in collaboration. We expect you to support your coworkers when they seek your assistance. In return, you’ll find a welcoming environment where you are considered a key member of the team.
  ▪ Always fulfill your responsibilities in a professional manner.
  ▪ Bring donuts on your first day of work. OK, this isn’t serious, but if you feel up to it . . .

The Town of Brownsburg

The Town of Brownsburg is located approximately eight miles west, northwest of Indianapolis on US Highway 74 in Hendricks County. The town is a rapidly growing community of more than 19,000. Brownsburg residents enjoy great public services, approximately 167 acres of park, superb schools, exceptional youth sports organizations, the modern Brownsburg Public Library -- just moments from Indianapolis.

As part of Metro Indy with quick access to four interstates, Brownsburg has transitioned from a small town to a major suburban community attracting businesses and newcomers from across the US. Home to Lucas Oil Raceway at Indianapolis and dozens of motor sports teams, Brownsburg has been crowned the “Drag Racing Capital of the World.”