



INTERNSHIP POSITION DESCRIPTION

Summer 2020

Department: Media and Public Relations
Internship Mentor: Leslie Olsen

Media and Public Relations

Project Description

Media and Public Relations interns support and implement public relations plans and projects for The Children's Museum of Indianapolis and Riley Children's Health Sports Legends Experience to help build an audience base and increase attendance and brand awareness.

Primary projects include but are not limited to the creation and execution of a strategic public relations plan to promote the opening of an exhibit or an event. It may include planning an opening public event for a new exhibit, writing a press alert and media invitation, writing a press release, writing talking points, creating a video, and helping to assist media as they visit.

Additional Internship Duties

- Writing ready-to-run stories for our website
- Writing ready-to-run stories for community newsletters and Indy's Child magazine
- Assist Public Relations Director or Manager with media tours and visits unrelated to main project
- Update media contact lists
- Brainstorming potential PR or media campaigns
- Clip news articles pertaining to The Children's Museum
- Monitor broadcast media, print media, and websites for information about or important to The Children's Museum
- Attend Marketing meetings and museum-wide meetings in which the Public Relations department is involved. Take notes if mentor is not available to attend.

Internship Requirements

- The Public Relations department seeks students studying public relations, strategic communications, or journalism
- We seek students who can intern between 18-20 hours during the fall and spring semesters and 30-35 hours during the summer
- Interns may be asked to adjust their schedules occasionally to come in early for television coverage
- Interns will not be scheduled regularly for weekends however; they may be invited to assist mentors for occasional weekend or evening events
- Intern applicants will be expected to provide at least two writing samples which could include press releases, newspaper articles, or ready-to-run stories.



Internship Benefits

Beyond just coming to work at one of the most unique and fun places ever, we offer an array of perks to take your experience to the next level. We take care of our interns and value the incredible work that they do.

- Intern Mentorship—one-on-one guidance with trained staff members who are assigned to help motivate you on your career path
- Professional Development—a series of training opportunities that prepare you for your career
- Practical professional experiences through autonomous project work
- Portfolio development—a presentation or project report that showcases your museum internship projects for future reference
- Intern Central—a place for interns to work, collaborate, recharge, gather for lunch, or just relax
- Discounts in the Museum Store and Food Court
- Special intern-only events
- One-year individual membership to the museum
- On-site access to a gym