ABET

Job Description

JOB TITLE: Communications/Marketing Intern

DIVISION: Comms & Soc. Rels. SUPERVISOR: Senior Manager, Global Communicatio

PREPARED BY: DATE: 11-30-12

APPROVED BY: Michael K.J. Milligan DATE APPROVED:

SUMMARY: The Communications/Marketing Intern provides a range of writing, editing and project management support to the ABET communication/marketing department. Media releases, short articles for ABET publications, copy for the ABET website and some routine correspondence are included. The position is also involved in the development and implementation of plans aimed at assuring that ABET communications are distributed and received by targeted audiences both within and outside of the organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Prepare routine media releases (e.g.: ABET awards, officers, new staff appointments, obituaries)
- Prepare short ABET "testimonials" from constituent institutions, employers, volunteers
- Produce research to support ABET communications and outreach activities
- Monitor news regarding technical education and accreditation trends
- Edit/proofread ABET releases and promotional copy, post on website and send test messages (e-blasts, e-newsletters)
- Edit and distribute "welcome" letters to institutional presidents and deans
- Develop and implement campaign to notify ABET constituents (e.g.: accredited schools, volunteers, vendors, reference publications) of new office address
- Research, write and/or edit copy for ABET public website and assist in the launch of future publications
- May also respond to *selected* social media
- Support department administrative needs, when needed (including data entry, filing, mass mailings, and taking and preparing meeting notes)

Work Direction provided by Senior Manager, Global Communications

QUALIFICATIONS:

- Strong writing, editing and project management skills
- Interest in higher education policy, operations and nonprofit organizations
- Effective at interacting (typically on the phone or via internet) with news sources
- Creative, some graphic design experience helpful

- Tech savvy: familiarity with social networking tools, Internet research tools, PR outreach software (ex: Vocus, Cision, or PR Newswire) and Microsoft Office applications (Word, PowerPoint and Excel)
- Ability to write in a wide array of styles – short writing for the Internet, formal writing for reports and materials for internal consumption, as well as news-style writing for press releases
- AP Style knowledge

SKILLS TO BE DEVELOPED:

- Enhance written and oral communication skills
- Gain understanding of communications and media relations processes, especially in a nonprofit setting
- Ability to work well within a team as well as in a leadership role
- Ability to manage time and projects wisely

START DATE: Position open until filled.

TERMS OF SERVICE: Equivalent to the academic calendar of the institution student is enrolled and renewable for an additional period upon agreement.

HOURS: 10 hours per week

COMPENSATION: $15 per hour

ABET is a Equal Opportunity Employer.