

Edina Public Schools Job Description

Communications Intern

Purpose of Position:

To handle a variety of communications tasks in a hands-on internship that requires some previous experience in communications. This position will support the district communications department and will work with a variety of communications platforms

Reports to: Community Education Services (CES) Communications Specialist

Essential Duties and Responsibilities:

- Assists with the writing and editing of media releases.
- Assists with the writing and editing of articles for a variety of internal and external publications.
- Provides digital photography and video production support.
- Provides graphic support for publications using Adobe InDesign.
- Conducts research for newsletter articles and/or media releases.
- Creates, organizes and maintains a media file.
- Creates content to be posted on the Edina Public School web site and conducts regular web updates using Adobe Dreamweaver.
- Assists with e-mail marketing and database management.
- Supports day-to-day social media management and implementation.
- Provides administrative support .
- Other duties as assigned Other duties as assigned.

Required Qualifications:

- At least three+ years of college working towards a communications degree in an accredited four-year communications program.
- Knowledge of news writing style and familiarity with a variety of communication platforms (print, web, social media, video, etc.).
- Proficient in word processing, photo editing and web development technologies and ability to use available programs. Microsoft Office, Photoshop and desktop publishing programs including Adobe Creative Suite preferred.
- Experience updating Web sites using Dreamweaver; some HTML knowledge preferred.
- Strong understanding of social networking and knowledge of using the Web to communicate ideas and generate dialogues.
- Ability to work effectively in a team environment .
- Ability to work independently and manage a variety of projects simultaneously.

- Strong interpersonal skills and ability to communicate to a variety of audiences, e.g. parents, volunteers, general public, elected officials, media, staff, and outside agencies.
- Excellent verbal and written communication skills.
- Working knowledge of digital photography and video.
- At least one year of experience working in communications preferred.

Additional Information:

- Must be willing and able to work in the following conditions: busy, with consistent interruptions.
- Ability to perform the following actions continuously: sitting, using hands dexterously, talking, hearing.
- Ability to perform the following actions occasionally: lifting and carrying up to 10 pounds, reaching, stooping, standing, bending, crouching, walking.