



The Minnesota Historical Society is a private, non-profit educational and cultural institution established in 1849 to preserve and share Minnesota history. The Society collects, preserves and tells the story of Minnesota's past through interactive and engaging museum exhibits, extensive libraries and collections, educational programs and book publishing.

Title: Public Relations Intern

Department: Marketing and Communications

Supervisor: Public Relations Manager

Hours: Flexible, approximately 10-20 hours per week. Hours as arranged, Monday through Friday, between 8:30 a.m. and 5 p.m.

Timeframe: Spring 2012 (January-May)

Status: Unpaid, a limited number of [stipends](#) are available to students from underrepresented communities

Project Summary: Public relations intern will be responsible for assisting marketing and communications department in the daily operations and activities to raise awareness and increase attendance for the Minnesota Historical Society.

Student Qualifications: Excellent written, verbal, proof reading and organizational skills required. Familiarity with AP writing style required. Microsoft Office proficiency required, Mac OS experience also helpful. Experience using Adobe Photoshop preferred. Familiarity with social networking and mobile content delivery tools preferred.

Ideal degrees: Undergraduate junior or senior. Coursework or interest in public relations, marketing/advertising or equivalent preferred; coursework or interest in history recommended.

Student Responsibilities:

- Writing news releases, pitching news stories and responding to reporter inquiries.
- Developing and maintaining media contacts: to include managing the online media contacts database.
- Posting events: to include entering/updating events and proofing/editing content for both internal and external web pages.
- Social media: to work with the social media manager to develop Wikipedia pages, Flickr photo contests and/or galleries and update the Society's Facebook, YouTube and Twitter accounts. This may include attending, documenting and sharing content from Society programs, exhibits and events.
- Monitor news clippings database: to evaluate media coverage and set future coverage goals.
- Attend department meetings: to assist in project planning and help with effective communication of project goals.
- Perform various other duties and responsibilities as required and assigned.

Knowledge intern is expected to gain:

- Experience pitching stories, engaging with fans on Facebook, and writing and editing press releases
- Understanding of the Marketing-Communications department goals, strategies, and overall function
- Improved communication and writing skills
- Understanding of public relations and experience working with the press

To apply please visit www.mnhs.org/intern for more information about the program and application process.