Communications and Outreach Intern - Marketing and Communications

Dates of Internship

Spring Semester 2018

Supervisor

Cara Welch

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[Cara.Welch@austintexas.gov](mailto:Cara.Welch@austintexas.gov)

Work schedule

Flexible (15-20 hours a week)

Is this a Paid Internship?

No

Primary Project

* Update the City of Austin Parks and Recreation Department (PARD) webpages
* Collaborate with PARD Planners and Project Managers to identify project updates to communicate with the public
* Write content for public information
* Implement webpage improvement recommendations and identify new strategies to help keep the public informed on current project status
* Write procedures for internal communications to keep project webpages current

Other potential duties as needed

* Coordination of logistics associated with engagement activities
* Note-taking during input-gathering sessions
* Correspondence with stakeholders to provide project updates
* Reporting, analysis, and synthesis of community input data

Internship Goals

* Update the Parks and Recreation Department's project web-page information
* Learn to create and write content and communication documents
* Develop problem solving and critical thinking skills
* Improve communication skills
* Expand teamwork skills
* Develop skills that can be used in multiple employment settings

Qualifications

* Candidate must have a cumulative GPA of 2.5 or better, and a GPA of 2.75 or better in field of study.
* Educational background communications, government, business preferred.
* Experience in web editing
* Strong writing skills
* Strong organizational skills
* Ability to communicate in a professional manner with stakeholders, community contacts, and staff
* Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
* Enthusiastic about park development and planning. (You will learn a lot about park, trail, and urban planning.)
* Major in Recreation Management; Leisure Studies; Health; Park Planning and Design; Park Management; Marketing; Communications; Business; Government and Political Science; Business Administration; Liberal Arts

Additional Information

The Communications and Public Outreach Intern will be responsible for implementing a webpage improvement project for Austin Parks and Recreation public information. The intern will work directly with Community Engagement Specialist, Cara Welch, managing tasks associated with PARD project updates and webpage information.