**PUBLIC RELATIONS INTERN/FALL 2020**

**POSITION SUMMARY:**

The Pennsylvania Horticultural Society (PHS) seeks a part-time fall intern to work closely with the Public Relations Manager. The internship will run from September 2020 to December 2020. The intern must be available 24 hours a week. This position will receive compensation. College credit is also available.

**ESSENTIAL FUNCTIONS:**

* Supports the implementation of communications plans and strategies by:
  + Drafting and developing press materials such as press releases, media alerts, and other related documents where needed
  + Supporting coordination of press events such as the Philadelphia Flower Show Theme Announcement Press Conference
  + Assisting in building media kits for press events
  + Supporting coordination and facilitation of onsite interviews with media outlets and reporters
  + Submitting event calendar listings to external websites
  + Managing media contact database
  + Assists in tracking metrics for media coverage
* Assist the Communications Team with projects, promotions, special events, and field marketing initiatives as needed

**Experience and Skills Required**

* Ideal candidate will possess a passion for communications and marketing
* Ideal candidate will have a positive attitude and strong desire to learn
* Strong writing and communications skills
* Proven track record of success in any aspect of communications and marketing
* Ability to work independently and prioritize effectively
* Ability to propose and implement fresh ideas that support strategy
* Proficiency in Microsoft Office
* Knowledge of social media platforms
* Familiar with public relations software such as Meltwater or Cision a plus
* Familiar with Adobe a plus

**Education**

* Major in public relations, communications, journalism, marketing, or related field
* Rising junior, Senior or Graduate level students preferred.

**Physical Requirements/ Working Conditions**

* Some weekend and evening hours may be required.
* Must be able to endure extended periods of walking and/or standing.

**DEADLINE TO SUBMIT:**August 14, 2020

**TO APPLY:**

**Please send a letter, resume, and two writing samples (press releases, blog posts, articles, creative stories, no term papers) to:**

David Cheng, Communications Manager

The Pennsylvania Horticultural Society

100 N 20th Street, 5th floor

Philadelphia, PA 19103

Email: [dcheng@pennhort.org](mailto:dcheng@pennhort.org)

Please no telephone or walk-in inquiries. EOE. Only those chosen for an interview will be contacted.

**About PHS**

The Pennsylvania Horticultural Society, a non-profit organization, is America’s leading horticultural society founded in 1827. Today, PHS includes a diverse community of people who use horticulture to advance the greater good with a keen focus on creating healthier living environments, increasing access to fresh food, expanding economic opportunity, and fostering meaningful social connections. PHS utilizes tree planting and stewardship and community greening in more than 250 neighborhoods throughout the Greater Philadelphia region; a network of public gardens and landscapes; gardener engagement programs; and the Philadelphia Flower Show and other public events to advance its cause. Everyone is invited to support these efforts by becoming a PHS member, volunteer, gardener or donor.