



# MARKETING/PUBLIC RELATIONS INTERNSHIP ORLANDO SCIENCE CENTER

**STAFF SUPERVISOR:**

*Mark Schaub, 407.514.2027*

**Unpaid Opportunity (flexible hours: 15-20 hours a week)**

## INTERNSHIP OBJECTIVES

- Obtain perspective and experience regarding either a marketing, promotions or public relations position, specifically with a large nonprofit organization.
- To be a professional and positive ambassador for the Orlando Science Center.
- To perform tasks to assist the marketing and public relations department.
- To assist when necessary other staff or departments in meeting objectives.
- Be a helpful, flexible and enthusiastic member of the OSC team.
- Fulfill every shift with adequate time management and productivity.
- Become invested in this opportunity. Be resourceful and creative. **Take the initiative.**

## EXAMPLE OF INTERNSHIP TASKS

- Help set-up and implement special events as needed (for example: exhibit openings, Cocktails & Cosmos, member events, Otronicon, Science of Wine, etc.). **Some nights and weekends will be involved.**
- Experience as many OSC exhibits, films and programs as possible in order to promote the organization to the media and the public at large.
- Write press releases, build press kits and assist with press mailings.
- Perform market research via phone, internet and library.
- Create content for social media channels
- Assist with media relations, including delivering materials and footage to TV stations and publications.
- Assist with grass roots promotion of exhibits, films and events. You may need to travel around town with this task.
- Assist with the writing and production of OSC's triannual membership newsletter.
- Help maintain OSC's collection of press clippings.
- Coordinate and implement marketing and promotional efforts for certain projects.