



PUBLIC RELATIONS

Department: Public Relations

Full / PT Time: 15 – 30 Hours

Supervisor: Director of Public Relations | GM

Location: Essex County

SUMMARY:

The New Jersey Spartans' Public Relations Intern is responsible for creating awareness of the organization and assists in producing and editing Spartan TV and the Spartan Times media outlets.

ESSENTIAL FUNCTIONS:

- Locate the proper contact people regarding displaying information about the organization
 - Promote the organization through TV, Radio, Internet, and Newspapers.
 - Respond to any PR inquiries and ensure the delivery of any Spartan related materials, as requested.
 - Assist Director in writing Press Releases on Important organization announcements.
 - Maintain account data (contacts, requests, etc) organized and up to date.
 - Write articles regarding the organization, to be included in the Spartan Times Newspaper
 - Conduct interviews of players, coaches, fans, etc during events
 - Assist with Video Camera Lighting and Audio Operations
 - Setup and breakdown of video/photo sets.
 - Help Director of PR with Spartan TV as needed (log/digitize video, write scripts, generate ideas, etc)
 - Type letters, memos and any other PR related documents.
 - Aid in the creation/organization of various fundraising events and campaigns.
 - Promote and sell tickets for games and special events as well as Spartan merchandise.
 - Event Assistance – It is mandatory that Interns be available to help with any events occurring during the Internship (i.e. games, fundraisers, promotions and other special events hosted by the Spartans)
 - Provide assistance to the rest of the management staff members as requested, when needed.
- Perform other duties and responsibilities as assigned by the Director of PR or General Manager

EXPECTATIONS:

- Abide by the Rules & Regulations established by the New Jersey Spartans Organization.
- Project a professional image in all interactions with customers and fellow Spartan Associates.
- Arrive on time and perform your duties based upon your scheduled hours.
- Represent the New Jersey Spartans and the football program with pride and respect at all times.

QUALIFICATIONS & SKILLS:

- Knowledge of the organization
- Excellent Written and Verbal Communication Skills
- Basic computer knowledge
- Ability to type and present their written work in a timely manner
- Able to encourage people to provide their "Real Thoughts" on a specific topic or idea

EDUCATION | EXPERIENCE REQUIREMENTS:

- High School Diploma
- Some College with course works in Mass Communications.

"RETURN TO GLORY"

478 Union Avenue, Belleville, NJ 07109 | 973- SPARTAN | WWW.NJSPARTANS.COM

Internship