

**Regional Food Bank of Oklahoma
AmeriCorps PR/Marketing Assistant**

Job Title: Marketing and PR Intern
Department: Marketing/Development
Supervisory responsibilities: None
Reports to: Marketing Manager

PRIMARY PURPOSE: Under the direction of the Marketing Manager and the VP of Marketing and Development, the Marketing and PR Intern assists the Marketing Department with day-today activities. He/she will help Generate a greater awareness of the Regional Food Bank throughout our service area; assist with special projects, special events, food drives and cause marketing campaigns.

PRINCIPAL DUTIES AND RESPONSIBILITIES

- Assist with media lists and media contact databases
- Compose and distribute press releases to media outlets (includes taking photographs as needed)
- Assist with newspaper clippings, including organizing, summarizing, evaluating and developing reports
- Assist in administrative duties associated with PR/Marketing activities
- Proactively seek out stories from the field (agencies, Food Bank programs, etc.), perform interviews and write articles for the Food Bank blog.
- Maintain Style Guide, promoting standardized communications
- Assist with pitching media
- Assist with Special Events, including, but not limited to:
 - Hunger Action Month (Sept)
 - Students Against Hunger food drive (Oct/Nov)
 - Chefs' Feast (Apr)
 - Feeding Hope and Letter Carriers' Food Drive (May/June)
- Participate with other members of the Marketing team in decision-making on cause-related marketing, corporate relationship development and marketing strategies and promotions; and participate in activities that further the goals and objectives of the department and the mission of the Regional Food Bank of Oklahoma
- Assist with social networking (Facebook, Twitter, Flickr, etc.)
- Assist with video editing
- Other duties and special projects as assigned

DESIRED PERSONAL CHARACTERISTICS AND PROFESSIONAL REQUIREMENTS

- Communications, Public Relations or Marketing experience a plus
- Excellent writing and oral communication skills; the ability to understand and translate information for intended audiences with clarity, crispness, and elegance
- Ability to work on multiple projects with minimal supervision and attention to detail
- Computer skills (Microsoft Office and Publisher programs) as well as ability to navigate the Internet
- Integrity, enthusiasm, perspective, flexibility, and a strong work ethic
- A desire to be a part of an innovative, entrepreneurial organization with the ability to prioritize, move quickly, and maintain strong follow-through in a dynamic environment
- A deep appreciation for, and an ability to articulate, the mission of the Regional Food Bank of Oklahoma
- Excellent interpersonal skills with a demonstrated ability to work well with people at all levels, and a strong commitment to teamwork
- Ability to speak Spanish a plus