



## **PUBLIC RELATIONS INTERN PUBLIC RELATIONS BUREAU**

### **GENERAL DESCRIPTION**

Under the supervision of the bureau designee, the intern will provide specific functions related to assigned location of internship. The intern can expect an increasing amount of responsibility related to internship, while gaining professional work experience and first hand involvement with services that support the law enforcement community.

### **ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

- Enters, retrieves, calculates, and verifies data, reports and other information for various internal and external entities;
- Answers phones and responds to non-routine inquiries;
- Processes program applications from members of the public; maintain records of applications and programs on spreadsheets;
- Drafts correspondence relative to agency programs and events or letters of acknowledgement for distribution to the public or program participants;
- Participates in Sheriff's Office recruitment and community relations activities as directed;
- Captures newspaper articles and TV news stories via the contract clipping services of Meltwater and TV Eyes and disseminates it daily to command staff and other members via the "In the News" e-mail;
- Takes and edits video from press conferences and special events for social media pages to include YouTube, Facebook, Instagram, and Twitter; monitor social media and look for ways to engage or communicate with the community on social media;
- Assists with coordination of various agency events to include the Distinguished Service and Length of Service ceremonies, Annual Agency Awards, Promotions and Swearing-In Ceremonies, assist in coordinating the Law Enforcement Torch Run and/or assists in events such as Graduation Ceremonies, NOPE Candlelight Vigil, and the Annual Law Enforcement Memorial;
- Assists with communications projects designed to promote the agency, agency members and our community partnerships;
- Assists in the preparation and distribution of Sheriff's Office newsletters, pamphlets, PSAs, social media, agency videos, and website content;
- Writes and edits member newspaper, brochures, pamphlets, and prepares these and other materials for publishing;
- Uses various social media to communicate information about agency programs and services;

# Pinellas County Sheriff's Office

*"Leading The Way For A Safer Pinellas"*



- Writes articles, internal/external written communication, scripts for agency videotapes, public service announcements, and program proposals
- Assists in the design and maintenance of the agency's internal and external websites; social media accounts; establishes contacts within the agency to develop information for websites and informational materials;
- Collaborates with agency staff in the creation of print and electronic informational materials;
- Photographs agency events

## QUALIFICATIONS

- Currently enrolled in Bachelor's or Master's level program
- Minimum 2.5 G.P.A.
- Minimum 18 years of age
- Must have a valid driver's license
- Strong writing and interpersonal skills
- Excellent computer skills
- Ability to work independently or part of a team
- Flexibility and ability to multi-task

## PHYSICAL ABILITIES

The physical abilities listed below are estimates of time spent during a typical work day to perform essential functions and responsibilities. Members in this position may be required to:

- Sit up to 8 hours per day
- Stand up to 1 hours per day
- Walk up to 1 hours per day
- Occasionally lift up to 10 lbs.
- Occasionally bend, reach, or twist

This list is not intended to be all-inclusive and you may not be responsible for every item listed. The employer reserves the right to assign additional functions and responsibilities as necessary.