

City of Torrance
Office of Cable and Community Relations
COMMUNITY RELATIONS/PUBLIC RELATIONS INTERN

Job Description

The City of Torrance is looking for a **Community Relations/Public Relations Intern** to assist in promoting the City through media relations and various community relations campaigns. The 16 - 20 hours per week internship opportunity is open to full-time college students who must be available to work for at least 3-months (1 semester). This opportunity provides an excellent "hands-on" experience in the different elements of the field of public relations and public affairs.

The ideal candidate will have a strong writing background and knowledge of journalism and/or public relations practices. Experience in web content management is also required. The individual should be highly motivated, results-oriented, and have excellent communication and presentation skills.

Duties and Responsibilities

- Update and maintain web content
- Design weekly e-Newsletters
- Produce weekly blogs and articles
- Develop and maintain database of local media contacts
- Assist with media relations efforts including localizing stories, pitching stories, writing and distributing press releases
- Assist in developing community relations/marketing campaigns and creating related collateral materials
- Other projects/duties as assigned

Required Skills

- Must be a currently-enrolled, full-time student attending school in the area of Journalism, Communications, Public Relations, Public Administration or a related field of study is required
- Strong interest in community/public relations and or local government
- Some experience with web content management
- Exceptional written and verbal communication skills
- Must have strong work ethic and show initiative
- A self-starter and detail-oriented
- Knowledge of Associated Press (AP) style and key public relations concepts
- Ability to handle multiple tasks
- Foster success through a professional appearance, being courteous to customers and all City of Torrance staff, and by having a positive attitude

Desired Skills

- Working knowledge of HTML/Java Script
- Working knowledge of desktop publishing software including Adobe Creative Suite
- Experience with email marketing software

Applications and Resumes will be accepted until position is filled.

Please send applications to: Jamie Le via mail or email to JLe@TorranceCA.Gov
City of Torrance | Office of Cable and Community Relations
| 3350 Civic Center Drive | Torrance CA 90503 | 310.618.5762 voice | 310.781.7132 fax | www.TorranceCA.Gov

Our internship program is designed to acclimate students to the community/public relations profession. At the City of Torrance, interns are a business necessity and have a great opportunity to extend their educational experience.