



POSITION: PR Intern

SALARY: \$18 per hour

AVAILABLE: April 2024 through July 2024

POSITION DESCRIPTION:

PR Intern is a seasonal, part-time position beginning at the end of May and concluding mid July. The position is designed to offer individuals a real, hands-on experience working in public relations and with the media. The schedule is flexible and starts at approximately 15-25 hours per week in mid-May, then increases to 35-40 hours per week during our annual Fair (June 14-July 7). Working early, late and/or weekend shifts, as needed, is required. Responsibilities include providing support to the Marketing team with public relation efforts. The qualified candidate has an interest in learning about public relations and working with the media. Must be professional, organized, detail-oriented, deadline-conscious and able to multitask.

We are looking for a dedicated team player with great people skills and a “can-do” attitude.

RESPONSIBILITIES:

- Support the Marketing Department in day-to-day operations
- Assist with contests and promotions
- Assist in the implementation and analytics of the overall Social Media Campaign
- Create labels, tags, documents, etc. as needed
- Help create and assemble media kits
- Prep supplies for events and help work events
- Community Relations at public events to promote the Fair (requires weekend and evening shifts periodically)
- Host onsite media representatives during Fair
- Manage media/VIP parking list

ADDITIONAL RESPONSIBILITIES:

- Assist marketing team with media requests
- Coordinate media Fair tickets
- Manage media/VIP site visits
- Host onsite media representatives during Fair
- Work with Food Coordinator to deliver food to the media for live reviews
- Assist with marketing events in the community
- Support all PR needs

QUALIFICATIONS:

- Marketing, communications or PR major
- Interested in learning about Public Relations and media relations
- Excellent communication skills and ability to public speak
- Team player
- Detail oriented
- Ability to multitask
- Ability to work independently in a fast paced environment

- Proficient in Microsoft Office Suite, Google Suite, Facebook, Instagram, Twitter, Snapchat, TikTok, Instagram
- Excellent communication and writing skills
- Ability to lift up to 30lbs.

Alameda County Fair Association, a non-profit organization, is an Equal Opportunity Employer and encourages all qualified persons to apply.

Send resumes to jobs@alamedacountyfair.com or to Traci Brumm, Alameda County Fair Association, 4501 Pleasanton Avenue, Pleasanton Ca. 94566 or Fax (925) 426-5192