

## Sample Job Description and Learning Plan for New LEAP Agreement

### **Name of the organization:**

Hamline University Office of Strategic Communications

### **Name of the position: Public and Media Relations Intern**

Brief description of the organization and its functions (a short paragraph):

The Office of Strategic Communications oversees and implements public relations, online communications, traditional and social media relations, internal and external communications, government relations, and crisis communications strategies and efforts for the university. It also manages the publication of Hamline's internal newsletter.

### **A summary description of your internship role:**

The Public and Media Relations Intern for the Office of Strategic Communications will be a member of a dynamic, professional team focused on conceptualizing, pitching, developing and completing projects for Hamline and outside businesses and nonprofit organizations through strategic public relations, social media, video production, media relations, and communications.

### **A list of tasks/activities for which you will be responsible:**

- Craft, pitch, manage, and create PR and media relations plans and/or projects for local businesses and nonprofits, as well as for Hamline University
- Assist in enterprising media pitch opportunities
- Write and assist with news releases, media advisories
- Create written and visual content for Hamline's digital signage across campus
- Update the Inside Hamline website with announcements
- Maintain the university's online experts guide for news media sources
- Track and analyze success in media and public relations efforts, clips, content
- Maintain the "In the News" page on Hamline's website

<b>Learning Outcome:</b>  By the end of your internship, you will be able to:	<b>Learning Plan:</b>  <i>Describe specific and measurable goals and actions that will help you achieve each learning outcome through your internship.</i>	<b>Artifacts and Evaluation:</b>  <i>Detail what artifacts you will produce during the internship, and how your faculty advisor will evaluate your progress and assess the LEAP Learning Outcomes. Artifacts may include essays, reflections, interviews, projects, or other evidence of your learning.</i>
<p><b>1. Apply learning from particular academic programs or disciplines to your internship experience.</b></p> <p><i>Identify how specific theories and concepts learned in the classroom were applied during the internship. This may relate to your chosen major or minor, or other coursework taken during your undergraduate career.</i></p> <p><i>If you are doing an individual internship and have requested departmental credit, how is this experience relevant to your field?</i></p>	<p>I plan to apply the knowledge I gained in my Public Relations Cases and Campaigns course into this internship by approaching each project with specific theories and frameworks in mind. I plan to test at least three different theories throughout the course of the internship to see how they work in a professional setting and evaluate what I learned. I also plan to observe and reflect upon what theories the professionals in my internship seem to be utilizing most in their daily work. I will conduct informational interviews with at least two staff members at the internship to ask how communications theories inform their work as professionals.</p>	<p>I will keep an ongoing journal that documents my work and the framework through which I approach my projects. I will reflect weekly on what went well, what areas I could improve upon, and how the theory or framework worked in a professional setting. I will write a final reflective paper to summarize what I learned both which theories worked best for me, and which theories and frameworks seem to be used most by the professionals at my internship setting.</p>
<p><b>2. Integrate skills or capacities developed through education and experience into your internship experience.</b></p> <p><i>Articulate a set of skills or capacities that were used to solve problems, adapt to new situations, overcome obstacles, or navigate challenges in your internship. This may relate to interpersonal, analytical, conceptual, or technological skills.</i></p>	<p>I plan to utilize the writing and design skills that I have developed through my communication studies and art classes to develop content that effectively communicates a message to a target audience, and that is consistent with the Hamline brand. To do so, I will make sure to thoroughly discuss the purpose and audience for each project with my supervisor or the individuals who have assigned it to me. I will also spend time reading the Hamline brand guidelines and will make sure to incorporate these standards into my work.</p>	<p>I will develop a portfolio of my work. In addition to each piece, I will include a brief typed statement that describes my approach, process and goals for each project.</p>

<p><b>3. Reflect throughout the internship experience to develop personal insight, growth, and development, and to build capacity for lifelong learning.</b></p> <p><i>Describe the range of thoughts, emotions, reactions and impressions observed during your internship to learn more about yourself. Use reflection on your own learning and development to prepare for the practice of lifelong learning related to your motivation, goals, values, and career aspirations.</i></p>	<p>I would like to use this internship to identify my areas of strength as a communications professional, areas where I feel like I need to develop and begin making a plan for professional and career development. I hope to use this as an opportunity to identify one or two potential career paths and make a plan for pursuing those avenues in the future. To do this, I will reflect weekly on the things that are going well and the areas I am feeling challenged. I will seek feedback from my supervisor on my performance to further inform my understanding of my strengths and my areas for growth. In addition to discussing this with my supervisor, I plan to conduct formal informational interviews with at least two staff members in the office to gain their insights on what is needed to be successful in the field, and get their suggestions for how I can continue my growth as a young professional.</p>	<p>I will reflect on my insights in a weekly journal. I will also complete a final reflective paper that summarizes my learning and my plans for future development at the end of the internship. I will articulate at least three "action items" or next steps for future professional growth. In addition, I will work on updating my resume and my LinkedIn profile to reflect my accomplishments and the strengths I identify in myself as a result of participating in this internship.</p>
--	---	--