



Internship Title: PUBLIC AFFAIRS INTERN

About TSA: **The Smithsonian Associates** advances the Institution's mission "to increase and diffuse knowledge" through life-enriching educational and cultural experiences inspired by the Smithsonian's research and collections for DC-region students, families, and adults, and for learning communities nationwide.

Intern Duties:

- Coordinate monthly press mailings
- Maintain schedule of calendar submissions to local media
- Fulfill press requests
- Contact media to relay program information
- Compile publicity reports detailing media coverage
- Update and maintain media lists
- Research additional media outlets and organizational contacts via Internet
- Draft press releases and public service announcements
- Assist with social media outreach
- Some general office duties including fax and copies

Professional Development Opportunities:

- Writing media material to a professional draft level
- Interacting with members of the press
- Social media account management
- Media list building with public relations software, Cision
- Pitching to media
- Preparing publicity reports

Qualifications:

- Education/background in marketing, communications, public relations, or related field.
- Professional demeanor, interpersonal communication and organizational skills are highly valued.
- Familiarity with Microsoft Word, Excel, and Outlook, Internet research, and social media websites, including Twitter and Facebook.

Seasons: Spring (Jan – May), Summer (Jun – Aug) & Fall (Sept - Dec)

Time Commitment: Hours flexible; 1 full semester

Schedule: Mon - Fri, timing flexible

Supervisor: Public Affairs Specialist

Compensation: All TSA Internships are unpaid and housing is not provided. College credit may be granted, but must be coordinated in advance with the intern's university/college.

Location: S. Dillon Ripley Center, Smithsonian Institution, Washington, D.C.

Application Deadlines: Spring – October 1
Summer – February 1
Fall – July 1

To Apply: Complete the online application at <http://intern.si.edu/>. Click on the link for the *Smithsonian Online Academic Appointment System (SOLAA)*. Questions can be directed to the Intern Coordinator at TSAInternships@si.edu or 202.633.8641.