



KENTON
COUNTY

COMMUNICATION INTERNSHIPS

Prepared by Sara Sgantas, Communications Manager

LEADING FROM THE FRONTIER TO THE FUTURE

Kenton County Fiscal Court is seeking two **Communication Interns** for the Spring Semester (January - May), Summer Semester (May - August), and Fall Semester (August - December). This will be an opportunity to explore the various facets of County government and to educate the public on services and programs. The Communication Interns will assist the Kenton County Communications Manager in development and implementation of initiatives while gaining professional skills.

Qualifications

- Student enrolled in a bachelor's degree program (junior level and up), preferably in a related field (e.g., English, Marketing/Communications, Advertising or Public Relations)
- Understanding of the basic principles of public relations and/or marketing
- Firm grasp of social media tools and platforms including Facebook, Instagram, Twitter, etc.
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- Proficiency in Adobe PremierePro desired
- Ability to use a camera to capture photo and video footage
- Draft, distribute and pitch news releases, media alerts and other stories
- Possess excellent written and oral communication and interpersonal skills
- Self-starter, good time management, creative, with the ability to communicate in a professional manner
- Ability to work well independently and as a team member

Types of Projects:

- Assist in planning, writing and managing news releases and County e-newsletter
- Design event/program fliers, graphics and other marketing material
- Assist in gathering analytics to help drive communication directions
- Provide input for creative marketing strategies and social media campaigns
- Collaborate with staff on new ideas, directions, and tools for marketing and communications
- Develop short video stories for various departments
- Other assignments as assigned

Hours: 8-10 hours/week

Compensation: This is an Unpaid/Volunteer internship; ideally for class credit

