



Edison Festival of Light Public Relations Internship

Description:

The Edison Festival of Light is seeking undergraduate and graduate students interested in gaining experience in a nonprofit environment.

The Edison Festival of Light is a nonprofit, volunteer, self-supporting organization that plans, organizes and promotes Southwest Florida's largest festival. The Festival is a celebration of innovation, tradition, and education and takes place in February each year and consists of 22 events and involves a half of a million people.

The Public Relations Intern will report directly to the Marketing & Event Coordinator and Executive Director of Development in areas of media relations, event staffing, operations and social media. This is an unpaid, six-month internship offered for the each semester (fall, spring and summer).

Responsibilities:

- Daily brand monitoring via Google alerts and other tools;
- Daily editing and reviewing communications documents (blogs, press releases, announcements, media calendar, etc.);
- Assistance with mailings, print production and press releases;
- Search and organize press clippings;
- Research, verify information and collect data for various materials;
- Maintain and update media contact lists;
- Effectively communicate with all levels of staff and external audiences;
- Assist in the overall design and content of the award winning Commemorative Souvenir Program;
- Create and upkeep press materials;
- Maintain consistent compliance with Edison Festival of Light Volunteer and Intern policies.

Learning Outcomes:

Under the direction and supervision of the Event Coordinator and the Executive Director of Development, the student will learn the following:

- To implement create and promotional collateral in all endeavors for a nonprofit program such as: Print collateral, memos, newsletters, press releases, public service announcements, and social media posts;
- To apply the basic theories and principles of communications and consumer marketing;
- To collaborate with immediate supervisors in identifying specific goals and objectives for the program;
- Professional etiquette and expectations;
- Engage with professional role models and potential mentors who can provide guidance, feedback, and support;
- Expand network of professional relationships and contacts;
- Develop a solid work ethic and professional demeanor, as well as a commitment to ethical conduct and social responsibility.



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Requirements

- Must currently be enrolled at an accredited college or university;
- Applicants should be majors in one of the following: Public Relations, Communications, Mass Communications, Journalism, or Marketing;
- Must have excellent oral and written communication skills;
- Solid understanding of social media platforms;
- Strong organizational skills;
- Self-motivated, flexible, learns quickly, and possesses a high level of personal integrity
- Detail-oriented with ability to meet deadlines, both prescribed and self-imposed;
- Ability to multi-task, establish priorities, meet deadlines, and successfully manage numerous projects simultaneously ;
- Must be proficient in Microsoft Office applications.

Please note: Due to budget constraints, Edison Festival of Light interns *may* need to have and bring in their own laptop computer (or a similar device such as a tablet, iPad, etc.) with appropriate software, to use during work hours. The work takes place in downtown Fort Myers.

Please e-mail or drop off a copy of your resume, cover letter, and a list of three references to volunteers@edisonfestival.org or to:

Internships

Edison Festival of Light

Post Office Box 339

Fort Myers Florida 33902