

**CITY OF PHILADLEPHIA
OFFICE OF THE MANAGING DIRECTOR
EMERGENCY MANAGEMENT**

EXTERNAL AFFAIRS INTERN (Unpaid)

GENERAL OVERVIEW

The External Affairs Intern will assist in developing long-term strategic communications and crisis communications planning activities for the Office of Emergency Management and with the implementation of Ready Philadelphia, a public education program designed to influence the public to take responsibility for personal emergency preparedness.

The External Affairs Intern work will include, but is not limited to, coordinating meetings with public information officers from various city agencies, and from the private sector as well, drafting public information messages for sample press releases, public service announcements, an emergency text alert system and social media networking sites for various scenarios; documenting the various public information systems available in various departments for disseminating information; and drafting internal protocols for the usage of various public information systems. The intern will maintain a current database of media contact information and other lists as needed. Overall goals are clear, concise and effective public communications.

In addition, the intern prepares drafts and disseminates the Ready materials. Work includes, but is not limited to, developing emergency preparedness messages; drafting press releases and media advisories; public service announcements, videos, PowerPoint presentations; updating text for emergency preparedness websites, assists with coordinating the materials for the Ready Philadelphia Speakers' Bureau workshops and a variety of special events and exhibits; developing and maintaining working relationships with the media, corporate sponsors, and the general public; prepares press kits and pulling materials from inventory.

This position reports to the External Affairs Manager/Public Information Officer. The Office of Emergency Management (OEM) works to mitigate, plan and prepare for emergencies; educate the public about preparedness; coordinate emergency response and recovery efforts; and develop tools and identify resources to support the overall preparedness of the City of Philadelphia.

TYPICAL EXAMPLES OF WORK

Under the direction of the External Affairs Manager, the External Affairs Intern is responsible for a range of public information activities. Typical examples of work may include:

- Drafts correspondence to government officials, private industry representatives and corporate sponsors.
- Prepares meeting agenda and meeting minutes.
- Develops policies for approving messages for various public alert systems, and usage policies for social media networking sites.
- Assists with the development of scripted messages for various scenarios.
- Develops PowerPoint presentations for various audiences
- Prepares special event briefing documents and drafts talking points for city officials.
- Assists with the development of public information; researches and gathers information. Writes, edits, and proofreads a variety of materials, such as fact sheets, pamphlets, brochures, press

releases, ads, newspaper articles reports, websites, public service announcements and video products.

- Coordinates community outreach events. Works with advisory committees, civic associations, community, faith-based groups and special needs groups; and governmental officials. Attends community meetings, fairs, schools and other outreach events.
- Monitors news coverage, prepares draft responses and follow-up when necessary.
- Maintains media and other essential contact lists.
- Performs related duties and responsibilities as assigned.

MINIMUM ACCEPTABLE KNOWLEDGE AND SKILLS

KNOWLEDGE OF:

- English usage, grammar, rhetoric, punctuation and spelling; AP style guidelines.
- Methods and techniques of disseminating information to the public, and the print and electronic media.
- Techniques and practices of news gathering, interview techniques, and copywriting.
- Public relations principles and practices, and effective advertising techniques and practices.
- Various types of multimedia production, graphic design and desktop publishing.
- Extensive knowledge of Microsoft Office (Word, PowerPoint, Excel, Access)

ABILITY TO:

- Prepare interesting and informative news releases, articles, talking points, bulletins, reports and other informational material.
- Evaluate various subject matter materials critically from the standpoint of listener, viewer or reader interest.
- Be sensitive to public perceptions.
- Ability to work effectively under pressure and to make sound decisions.
- Ability to work independently and as a member of a team.
- Independently manage multiple projects, priorities and deadlines in a rapidly changing work environment;
- Exercise discretion and judgment in the handling of sensitive matters; and ability to maintain confidentiality.

REQUIREMENTS

- Currently enrolled in a graduate or undergraduate program at an accredited college or university with major course work in journalism, communications, marketing, public relations, public safety, emergency management or related fields.
- Previous work experience in an office setting is required.
- Must be willing to sign a confidentiality agreement.
- Must be willing to undergo a background investigation.
- Must be willing to participate in mandatory training.
- **Must be available to work a minimum of 3 full days a week.**
- Must live in the Philadelphia/Delaware Valley region with easy access to public transportation or the ability to drive to work.

PAY RANGE: This is an unpaid internship.

Please send cover letter, resume, three writing samples, such as press releases, news letter articles, business correspondence or school papers (no creative writing samples), and present GPA to:

joan.przybylowicz@phila.gov. Please indicate which internship (External Affairs, Summer) you are applying for your email subject.

Application Deadline: February 10, 2012