



PUBLIC RELATIONS AND MARKETING INTERN

The Orange County Regional History Center is seeking an energetic, creative, and organized **Public Relations and Marketing Intern** with strong communications skills (10-12 hours per week, for 15 weeks, totally 150-180 hours at the end of the semester, for 3 hours credit).

Candidates should be of Junior/Senior or higher status with coursework towards a degree in Marketing or Public Relations and **MUST** receive educational credit. Candidates will be asked to research prospective markets and attend business meetings offsite.

Qualified individuals please send resume via e-mail to Pat Birkhead at Pat.Birkhead@ocfl.net or mail to:

Pat Birkhead
C/O Public Relations and Marketing Internship
Orange County Regional History Center
65 East Central Boulevard
Orlando, Florida 32801

POSITION DESCRIPTION:

Intern will work under the guidance of Diane Masciale, Group Tour Coordinator, 407-836-8376; diane.masciale@ocfl.net.

Intern will assist with various duties within the department. An intern can expect to gain exposure to many different aspects of marketing and advertising in a team-oriented, fast-paced, hands-on environment. The Public Relations and Marketing Intern will be conducting marketing research, tending to offsite, public relation events and implementing promotions for museum group tours as well as other duties as assigned.

At the end of the semester, the intern will present the research and the intern's final drafts of the projects to the faculty supervisor and the History Center supervisor. Mid-term and end-of-term evaluations will be done by the History Center supervisor and sent to the faculty supervisor. A presentation will be given at the end of term to the faculty supervisor and the History Center staff which can be a PowerPoint, paper, or a brochure at the discretion of the supervisors.

MINIMUM REQUIREMENTS:

- Interests in Public Relations and Marketing or an interest in a cultural institution
- Knowledge of Microsoft Office
- Excellent research and writing skills with a high attention to detail