

## **Public Relations and Communications Intern**

### ***About Albuquerque Economic Development, Inc.:***

*AED is a private, nonprofit organization whose mission is to recruit new employers and industry and help local companies grow to generate quality job opportunities for the Albuquerque metro area. It serves as an umbrella organization to promote investment in Bernalillo, Sandoval, Torrance and Valencia counties. With support from investors and allies in the public and private sectors, AED actively recruits those companies that will export goods or services from New Mexico, thereby bringing new investment dollars to the state. Since 1960, AED has been a highly respected and driving force in the region.*

### **Summary:**

The Public Relations and Communications internship is a unique opportunity to be part of a regional economic development organization, learn about the profession and have an impact on the community by contributing to the attraction of jobs and investment to our region. This specific role will directly support the President as well as work collaboratively and in support of the Digital Marketing Specialist on target audience identification, campaign tracking and analysis, and leveraging stories and materials across all platforms for brand development.

### **Tasks Include:**

- Researching and compiling news stories relevant to AED's mission for internal audiences (within the region), as well as external.
- Creating original content and proactively pitching it to the local and national media with a goal of three press hits per month.
- Researching and identifying strategic creative media channels such as vlogs, podcasts, etc. and pitching AED leadership and topics to them for coverage.
- Performing website asset management and content updates within CMS platform.
- Assisting with capturing, analyzing and reporting on public relations and marketing metrics, and offering recommendations on strategies for improving them in future efforts.
- Editing existing digital graphics and media within Adobe software.
- Coordinating and assisting with day-of-preparations for various events and presentations.
- Assist with creating pitch decks and large-scale event presentations for various team and regional events.

**Position Details:**

- Part-time
- Hourly wage begins at \$14 per hour
- A minimum commitment of four hours per week up to a maximum of 20 based on discussion and agreement at time of hire
- All internships are 6-month assignments with planned end date, with the opportunity for extension

**Experience and Skills Needed:**

- College students in their junior or senior year. Master students preferred.
- Major in marketing, communications, public relations or related fields preferred.
- Previous work experience or internships desired.
- Robust writing skills, knowledge of AP Style, and comfort in contacting media to pitch story content.
- Strong computer skills (Microsoft PowerPoint, Microsoft Word, Excel, and Outlook).
- Knowledge of the Adobe Creative Suite is a plus.
- Understanding of organic and paid media strategies.
- Marketing automation, Google Analytics and media impression and advertisement value tracking knowledge is a plus.
- Strong natural curiosity, self-starter, fast learner and team oriented.

**To apply:**

- Please submit cover letter and resume to Beverly Cruz at [bcruz@abq.org](mailto:bcruz@abq.org). NO CALLS PLEASE.

