



**Internship Title:** Parks and Recreation Department Intern Communications Project

**Date of Internship:** Spring 2013

**Internship Description:** The Parks and Recreation Department's Organization Development Unit seeks a part-time intern to perform a comprehensive overhaul of the Department's internship programs informational materials and develop a social media plan for outreach. This includes rewriting existing print and online copy, evaluating data, laying out a re-designed publication, and providing a plan for how to best use social media for outreach/recruitment. Intern would be able to accomplish this mostly offsite, on their own time, under agreed upon deadlines.

**Internship Goals:**

To complete a comprehensive overhaul of the Department's internship informational materials (includes intern packet and online intern information).

To rewrite online and print copy as needed.

Provide a social media plan for recruitment and outreach. Research best practices and approaches as needed.

**Intern Qualifications:** Undergraduate or graduate student in communications who has knowledge of graphic design applications, major social media platforms, and Microsoft Word. The student should be in good academic standing by college/university standards.

Is this a paid internship? No.

Please send resume and cover letter to:

**Intern Supervisor:** Robert Sopronyi

**Division:** Organizational Development

**Phone:** 974-6720    **Fax:** 974-6711

**E-mail:** robert.sopronyi@austintexas.gov