



**BUFFALO BILL HISTORICAL CENTER**

720 Sheridan Avenue  
Cody, Wyoming 82414

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**PUBLIC RELATIONS INTERN JOB DESCRIPTION**  
**Current as of January 1, 2012**

**Overview:** This internship provides an introduction into the varied responsibilities of a public relations/marketing/communications professional in general, and into the non-profit/museum environment in particular.

**Level of Responsibility:** *Reports to* Acting Director of Public Relations

**Specific Duties and Responsibilities, including, but may not be limited to:**

- Researching and writing press releases with a focus on summer programming and activities.
- Monitoring daily news reports from Vocus PR Cloud-based software.
- Communicating each week by e-mail to area tourism-related businesses regarding the Center's activities, programs, and news.
- Communicating to the institution's constituencies via social media.
- Researching popular travel sites, monitoring the sites for news about the Historical Center, correcting inaccurate information, and creating a plan to use the sites for marketing the Center.
- Writing a weekly "insider" blog about the Center through intern eyes.
- Working with Electronic Communications Coordinator to understand Web site issues and to learn about the Center's eNews application.
- Coordinating with PR team to ensure that all communications—whether e-mailed, entered on the Website, or distributed through social media, and either text, image, or video—have a consistent message.

**Qualifications:**

- Currently enrolled or recently completed coursework in public relations, marketing, communications, or similar subject.
- Excellent writing skills including syntax, usage, and creativity.
- Experience with Microsoft Office applications, Internet, and e-mail applications.

**Final Product:**

- Create one "Big Idea" news release for PR Web.
- Tear sheets and copies of complete work sufficient to add to a portfolio.
- Blog in place for future reference.

**Evaluation Procedure:** Evaluation is ongoing. Weekly communication between the PR team and intern steers activities in appropriate directions and allows for alterations if the interests of the intern or the Center change. At the conclusion of the internship, the supervisor will prepare a formal written evaluation of the intern's work, experience, and overall contribution to the Historical Center. In addition, the intern has an opportunity to evaluate the internship experience.