



CASA OF THE SOUTH PLAINS, INC.

1215 Ave J, Suite 301 • Lubbock, Texas 79401 • P (806) 763-2272 • F (806) 763-2273 • www.casaofthesouthplains.org

JOB DESCRIPTION

CASA of the South Plains recruits, trains, and supports a diverse community of volunteers who advocate for the best interests of abused and neglected children in the foster care system. These volunteers serve as Advocates for children that are victims of abuse and neglect and provide these children a voice while their case is in the court system. CASA's vision is to provide: A CASA volunteer for every child; who strives to secure a safe, nurturing, permanent environment for every child.

TITLE: PUBLIC RELATIONS INTERN

CLASSIFICATION AND STATUS: Unpaid Internship (15 hrs. per week)

REPORTS TO: Director of Communications and Marketing

PRIMARY RESPONSIBILITY: The Public Relations Intern will assist with increasing CASA's public awareness activities including brand recognition, social media efforts, and special event participation.

ESSENTIAL FUNCTIONS:

1. Prepare press releases for all special events.
2. Assist in the establishment and management of special events.
3. Design monthly volunteer newsletters and other event invitations as applicable.
4. Manage CASA's social media presence ensuring daily Facebook and Twitter posts.
5. Maintain event and other fundraising related items on the CASA website.
6. Assist with coordinating volunteers for all special events.
7. Establish presentation opportunities for CASA.
8. Solicit and secure in-kind donations for events as well as CASA operations.
9. Design marketing material to recruit volunteers and donors.
10. Additional duties as required.

SECONDARY FUNCTIONS:

1. Additional duties as required.

MINIMUM EDUCATION:

1. Current enrollment in a college or university setting seeking a degree in public relations, mass communications, graphic design, marketing, or advertising preferred.

MINIMUM EXPERIENCE:

1. Prior experience with public relations or marketing preferred.
2. Preferred experience with event management.
3. Clear criminal background.

KNOWLEDGE, SKILLS & ABILITIES:

1. Excellent attention to detail.
2. Creative and thoughtful on how new media technologies can be utilized.
3. Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills.
4. Able to make decisions in a changing environment and anticipate future needs.
5. Self-starter with minimal guidance required.
6. Strong written and oral communication skills.
7. Highly organized.
8. Able to work collaboratively in a team environment.

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is usually moderate.

APPLICATION PROCEDURE:

Interested applicants should submit a cover letter and resume to gabrielb@casaoftthesouthplains.org. No phone calls please. CASA of the South Plains is an equal opportunity employer. For more information about CASA of the South Plains, please visit www.casaoftthesouthplains.org

ACKNOWLEDGEMENT:

I have read and understand this job description. My signature below indicates my agreement to perform required duties and to meet organization goals and metrics.

Signature

Date