

LEARN VALUABLE CAREER SKILLS

—WHILE MAKING A DIFFERENCE—

Welcome to AARP.

Intern – *Communications*

Part- Time

(Approximately 15 hours a week)

AARP's brand, known worldwide, will be a powerful addition to your portfolio in today's challenging job market. This isn't about coffee and copies -- you'll be a valued player in a high-achieving team working on important issues intended to improve the lives of all generations of Americans. You'll have a voice in strategic communications as well as getting invaluable hands-on experience in all phases of communications, media relations and related fields. Our interns go on to good jobs in nonprofits, government agencies, private public-relations firms, law firms, the Home Shopping Network, and more!

Requires: College/University student currently enrolled and pursuing a Bachelor's or Master's degree in communications, public relations, or journalism. Excellent public relations and writing skills, strong work ethic and personal initiative. Understanding of the news gathering process and news writing experience; computer skills including Word, Publisher, Windows, and Adobe; and the ability to work independently, use your initiative, and work at least **15** hours per week.

Students interested in internship opportunities should e-mail their resumes to Kathy Marma, Associate Manager – Media Relations at kmarma@aarp.org. Faculty seeking to place students at AARP are encouraged to call Kathy Marma at 727-592-8004 to set up an on going partnership for student placement.

We're 40 million members strong— with more joining us every day— and we're the “most powerful grassroots organization” around according to *Fortune* magazine. In Florida, we're more involved than ever before.

If you're ready, here's your chance to take action and make an impact in

St. Petersburg, FL.



Visit us at:

www.aarp.org/fl

More Information on the Intern – Communications Position

On AARP:

- AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole.
- AARP is one of the most influential lobbying associations in America
We have 40 million members nationwide; 3 million in Florida

On the position:

- College/University student currently enrolled and pursuing a Bachelor's or Master's degree in communications, public relations, or journalism.
- This is not a typical intern position. Interns are provided with professional-level assignments and are expected to be fully contributing members of a high-achieving professional communications team.
- Interns not only work on typical PR tactics (press releases, stories for publications, etc.), they are also involved in strategy meetings and have a voice during strategic planning.
- Occasional travel (never mandatory) to events and press conferences means that you'll get to meet a wide variety of federal and state officials and volunteers, while staying in fantastic hotels.

Interns will gain experience in:

Media relations

Social Media

Marketing, design, advertising

Research, event planning, internal communications

Writing for publications, speeches, talking points, PowerPoint

Presentations

Introduction to legislative process

On the staff and office environment:

- The St. Petersburg office is one of three in the state; Tallahassee and Miramar (South Florida) are the others. Our beautiful and spacious office is conveniently located in the Carillon area of North St. Petersburg. Easily accessible from the whole Bay area.
- Our team is not micromanaged. Our manager and associate manager guide, edit and make suggestions, but they put faith in interns' abilities.
- This position is ideal for a student intern; the hours are flexible to meet your class schedule, "the boss" is very approachable when an extra few hours to study or finish a school project are needed. (Just don't abuse it)
- The office is full of thoughtful coworkers, friendly faces and lunch buddies.
Everyone has a great sense of humor (especially our Communications manager).