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**Office of Public Affairs | Application for Employment**

*Complete this application and return to Lynn Womble via email Lwomble@austincollege.edu*

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| --- | --- |
| Name: | Graduation Year: GPA: |
| E-Mail: | Phone: |
| MAJOR | MINOR |

Priority will be given for students who will commit for multiple years. Please check and add years you are available:   
□ Fall \_\_\_\_\_\_\_\_\_\_\_□ Jan Term \_\_\_\_\_\_\_\_\_\_\_\_\_ □ Spring \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Eligible for Federal Work Study: □ No □ Yes □ Current student worker job \_\_\_\_\_\_\_\_\_\_

**Provide highlights about your activities outside the classroom, both before and during college.** Indicate your degree of involvement using High - Medium - Low

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| --- | --- | --- | --- |
| Organization Name: | Years of Involvement | Offices Held: | Degree of Involvement |
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1. Key accomplishments from any of the above.
2. What one accomplishment that you have achieved are you most proud of and why?
3. What activities are you most likely to participate in during your free time?
4. Please explain your qualifications or interest in these aspect of promoting Austin College:
   1. Media Relations - working with print and television broadcast journalists to cover College news related to current events.
   2. Event Planning – planning and executing steps for on-campus and off-campus events often with outside speakers.
   3. Communications – writing in a variety of styles including press releases, articles, memos, invitations, and business briefs.
   4. Marketing – Promoting the College events (through posters, flyers, tee shirts and more) and advertising, geared to specific target audiences.
   5. Graphic Design – Designing artwork, posters, flyers, and digital marketing pieces (experience with Photoshop/Adobe programs is preferred).

**Provide contact information for 3 references. These may be previous employers, faculty, or staff members who can speak to your abilities.**

**1.**

**2.**

**3.**

**Public Affairs Professional Internship Program**

The Office of Public Affairs offers a paid, professional internship for students who desire real-world business experience to promote visibility of Austin College locally, regionally, and nationally. Interns are selected on the basis of their ability to grow and develop in the areas listed below.

Funded by the operational budget and the federal work-study program, the internship program employs sixteen interns. Over time, this program has increased the quantity and quality of events, media relations, marketing, and video projects this office is able to support.

1. Media Relations - working with print and television broadcast journalists to cover College news related to current events. Responsibilities entail inviting media to campus via press releases and media alerts and conducting the interviews with faculty, staff, students, and special guests. The function of media relations also includes creating connections between Austin College and the media by monitoring current events and discovering timely connections with campus resources.
2. Event Planning – planning and executing steps for on-campus and off-campus events designed for an impact on the campus community and beyond. Responsibilities include organizing a planning team, assigning and monitoring tasks, interface with catering and room layout, hosting speakers, and being a leadership resource to plan and carry out events that reflect positively on the Austin College brand.
3. Communications – writing in a variety of styles including press releases, articles, memos, invitations, surveys, and business briefs. Responsibilities include conducting interviews, reaching out via email, social media, telephone and face-to-face with the campus constituents, guests, and the community.
4. Marketing – promoting College events (through posters, flyers, tee shirts and more) and advertising, geared to specific target audiences.
5. Video & Media Production – pre-production, filming, and post-production editing of video and other media. Work includes determining requirements and the deliverables required for each project. Work may include developing story boards, scripts, coordinating narration, conducting interviews, filming B-roll, creating graphic lower-thirds and incorporating multi-media.
6. Graphic Design – supporting projects with visual artwork. Work includes meeting with stakeholders and requestors to understand project requirements, designing creative content, and making necessary revisions. Examples include posters, flyers, social media, tee shirts. Skill and experience in graphic or visual design is valued, with experience using Adobe programs is desired.
7. Project Management – demonstrate initiative and follow-through on tasks related to project phases and completion – including the tracking and accountability of all parties and resources involved. In addition to weekly team meetings for planning and updates, a weekly progress report is required of each intern, providing status of every project throughout each phase and listing completed assignments.