

Position Purpose

The Water Mission media relations intern will augment our overall marketing and communications plan and fundraising efforts by focusing on a year-long campaign on “Scotty’s Ride” and other media relations initiatives.

Today, with 1.8 billion people around the globe without access to safe water, our ability to respond to the global water crisis is made possible through the charitable contributions of our donors and volunteers...such as Scotty Parker. Scotty is a 13-year old boy from Charleston, SC, who is currently training in order to ride his bike across the U.S. in the summer of 2017 in order to raise awareness and fundraise on behalf of Water Mission.

The ideal candidate will help to research and develop a national media relations campaign to raise awareness of Scotty Parker’s ride. It’s projected to take 8 weeks, beginning in California and ending in Charleston during the summer of 2017. This ambitious bike journey follows Scotty’s proven track of similar rides.

In 2015, Scotty rode across South Carolina and raised \$70,000 as a result of his passionate desire and faith in Christ to help Water Mission bring safe water to children in developing countries. He plans to build on that success and raise even more money during his trek across the U.S.

The planning, groundwork, and media preparation will begin in September upon the intern’s arrival. He/she will join a comprehensive team and project leader who are all collaborating to make Scotty’s ride a successful fundraising effort.

The intern will assist in planning, attend weekly meetings, and research media outlets along Scotty’s bike route across the U.S. In addition, the intern will produce a media kit that include press releases, event alerts, and video b-roll to distribute to the media outlets.

In addition to being part of a project team, the intern will also help to write and publish weekly blogs on behalf of Water Mission that are also leveraged via our social media channels. These blogs engage our donors and followers in social media by keeping them informed of the impact that Water Mission is making in places such as Kenya, Malawi, Honduras, Haiti, Liberia, and Tanzania.

This unpaid, part-time position is based in North Charleston, SC for the fall of 2016 and spring of 2017. The number of hours and schedule are flexible, although we are looking for a commitment of at least 10 to 20 hours a week between Monday–Friday, 8:00am – 5:00pm. This position reports directly to our Director of Marketing and Communication.

Position Qualifications

- Excellent media relations writing style including straightforward journalistic and feature writing
- Familiar with and applies Associated Press style guide
- Excellent copywriting and copyediting skills
- Working knowledge of media relations practices including print, broadcast, and digital
- Understanding of traditional and non-traditional marketing techniques and how media relations complements the overall marketing and promotion
- Creative thinker and writer with journalists/bloggers/editors in mind
- Proficient with Meltwater or Cision media distribution platforms, Microsoft, and Google products

Submit the following:

- Resume
- Cover letter
- 2 writing samples of media relations materials

Required Competencies

- **Results Orientation:** Sets stretch goals, strives to achieve goals, develops standards against which to measure behavior and performance
- **Integrity and Truth:** Follows through on commitments and agreements, admits mistakes in spite of potential for negative consequences
- **Decisiveness:** Makes decisions in a timely manner when the options and consequences are clear, takes charge of a group when it is necessary to facilitate either action or a decision
- **Stress Management:** Remains calm under pressure, expresses emotions in ways that relieve stress without damaging relationships and productivity
- **Purpose, Principles, and Values:** Encourages others to base their decisions and actions on the organizations' purpose, principles, and values to explain personal motivations and decisions to others
- **Relationship Building:** Develops rapport easily with a variety of people, modifies communication style to fit the personality and culture of others
- **Attention to Communication:** Organizes and expresses ideas clearly, creatively identifies and utilizes effective communication methods and channels
- **Teamwork:** Fulfills commitments to other team members
- Elicits feedback from internal and external customers to monitor their satisfaction