



PR/Communications Internship

Rappahannock Electric Cooperative is one of Virginia's largest distribution cooperatives, providing electric service to over 140,000 members across 22 counties in Virginia. REC's Public Relations Department is seeking a PR/Communications intern to support Cooperative advertising and media relations.

About this Role

This position is available for current undergraduate juniors and seniors and graduate students with experience and interest in public relations and communications. Candidates must be current student with good academic standing (3.0 GPA and above).

The Internship will begin August 2022 and conclude December 2022 with a minimum of 15 hours – 25 hours weekly. \$20/hr.

Job Responsibilities could include:

- Develop feature stories
- Create and post on social media daily with relevant content
- Create social media reels
- Create branded graphics for social posts and email campaigns
- Run email campaigns to include A/B testing
- Participate regularly in brainstorming sessions for the development of campaigns and take detailed notes of meetings
- Create and implement Social Media campaigns and monitor success
- Assist in writing media relations content and publishing on the company website
- Work to create a vault of branded graphics and social media content
- Manage a digital asset storage system

Requirements

- Undergraduate or graduate student studying English, journalism, graphic design, communications or public relations is preferred
- Demonstrated communication (written and verbal) and creative skills (educational examples accepted)
- Ability to work well on a team and under the direction of others
- Experience and knowledge of PowerPoint, Excel and MS suite of products.
- Must possess basic computer skills, to include a working knowledge of Microsoft Office products
- Must possess knowledge of research skills

Preferred:

- Portfolio of past projects/campaigns worked on
- Experience or knowledge in, Canva and Adobe Suite of products.

If you are interested in this opportunity, please submit your resume and transcript to rechr@myrec.coop. Position open until filled.