



## **SCHSL Internship Program: PUBLIC RELATIONS/ COMMUNICATIONS**

The mission of the South Carolina High School League is to provide governance and leadership for interscholastic athletic programs that promote, support, and enrich the educational experience of students.

An important aspect of being a productive and community focused organization is to partner with local colleges and universities to assist in the hands-on training of up and coming professionals in various fields of study. The SCHSL is seeking to fill the position of **PUBLIC RELATIONS/COMMUNICATIONS INTERN** for the 2021-22 school term. The intern who fills this position should expect to learn the field from top to bottom and will complete this program ready to enter a public relations position with excellent skills.

It is essential that applicants for this position have strong communication skills, demonstrate creativity, desire to learn, and understand the importance of attending to even the smallest details. Thinking outside the box is encouraged. A flexible work schedule is beneficial due to after hour events.

As a public relations intern, you will be an extension of the PR office and an integral component to the daily tasks and operations. This internship will also provide you an opportunity to develop professional skills, create work samples for portfolio use and learn the role of PR within a diverse work environment. This internship is a semester-long commitment.

### **RESPONSIBILITIES:**

Draft media releases, alerts and/or advertorial needs and proceed through the editing process with guidance from Communications/Public Relations Director

Help create social media content across several platforms

Assist with Tues-News and Pep Talk content as needed

Effectively utilize social media to benefit all aspects of SCHSL memberships

Create media interview preparation materials such questions and topics of interest

Create or update Excel databases (SC Media reps, membership PR ambassadors, College PR contacts)

Press conferences: Manage Facebook Live and IGTV feeds, photography, interviews

State Championships: Photography, social media updates, monitor and assist SAAC members, assist with competing teams and officials

Monitor all forms of media for SCHSL mentions (traditional news stories, social media)  
Co-coordinate speaking engagements, appearances/interviews, and other special events  
Assist in development of SCHSL YouTube bi-weekly program  
Communicate and build relationships with statewide media, school administrators and state leaders  
Assist in administrative duties as assigned

**QUALIFICATIONS:**

Strong desire to learn along with professional drive  
Solid understanding of social platforms including Facebook, Twitter, YouTube, Instagram, LinkedIn, TikTok  
Excellent verbal and written communication skills  
Passion for the PR industry and its best practices  
Current college enrollment with 3.0 GPA or higher (junior, senior or graduate student)  
*\*Public Relations, Communications, Marketing or Journalism major*  
Strong verbal and written communication skills  
Proficient with Microsoft Excel and other Microsoft Office applications  
Photography experience  
Flexible schedule due to events  
Excellent writing, editing, organizational and personal skills  
Ability to multi-task and remain organized  
Enthusiasm for all things public relations related

**BENEFITS:**

Practical public relations experience working directly with school administration & athletic leadership  
Shadowing, mentoring, and training opportunities with experienced 20+ yr. public relations professional  
Opportunity to actively participate in networking events, SCHSL meetings and actual press conferences  
Flexible schedule to fit student's needs  
Tangible experience and references for future employment opportunities

**CONTACT:**

Tammie Newman  
Communications and Public Relations Director, SCHSL  
803.896.0417 / [tnewman@schsl.org](mailto:tnewman@schsl.org)