



# Nevada Department of Education

## Communication and Marketing Internship

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The Nevada Department of Education is seeking Communications and Marketing Interns for SY 19/20. These positions are assigned to the Superintendent's Office and will help implement the agency's communications strategic plan and drive internal consensus around an ongoing public relations agenda to provide stakeholders with meaningful information that helps them navigate and understand the current educational landscape.

### **The most competitive applicants will demonstrate:**

- Ability to connect with people and to persuade them
- Effective communication skills and best practices
- Proficiency with new media and emerging technology
- Experience conducting media and public relations; and ability to work independently and as a member of a team

**Office Locations:** 700 East Fifth Street, Carson City, NV 89701  
2080 East Flamingo Road, Ste. 210. Las Vegas, NV 89119

### **Major Duties Marketing and Communications:**

- Help develop and administer marketing and communications initiatives.
- Work with Public Information Officer to create and implement a social media marketing strategy; manage agency-wide pages, respond to feedback and questions, and monitor, measure and report, coordinate the editorial calendar. Develop, maintain standard operating procedures.
- Assist with creation and implementation of marketing, communications and public relations initiatives, events and special projects involving media, social media, community partners and primary audiences in line with the agency strategic communications and marketing plan. Design and Development
- Write and edit print and digital materials. Coordinate publication and production with subject matter experts. Work with agency personnel and vendors.
- Possess proficient skills in graphic design and layout. Assist with creative concepts and some technical development.
- Capture agency news, event and activities through photography and video Support and Training:
- Support, add value and adhere to the agency's digital communications strategy, plan and best practices in all communications and marketing activities. Continuously seek improvement of our processes and resources and adoption of technology.



- Support and train agency employees on use and best practice of communications and marketing activities.
- Support incident information and PIOs during an incident.
- Education Pursuit or recent completion of a degree in English, Communications, Public Relations, Journalism, Marketing or related field.

### **Essential Knowledge and Required Skills:**

Working knowledge of media relations, public relations, marketing, graphic design, and social media

### **Comments:**

Professional conduct and attire is required. A limited amount of afterhours work and travel may be required. To apply for this internship opportunity, please send the following documents to Dr. Jonathan Moore, Deputy Superintendent of Student Achievement at [jpmoore@doe.nv.gov](mailto:jpmoore@doe.nv.gov)

- Resume
- Letter of intent
- Most recent transcripts
- 2 professional letters of recommendation