

## **Student Practicum Position Description Journalist/Public Relations**

### **Position Summary**

This individual is responsible to develop, draft and edit stories and articles regarding Recreation and Wellness programs and activities and interacts extensively with the public and the various facility user groups.

### **Essential Duties and Tasks**

- Participate in or observe various programs, facility activities, or special events.
- Interview patrons, coaches, and others on request.
- Write human interest stories, news articles, and brief descriptions of programs offered at various Recreation and Wellness facilities.
- Post daily/weekly blog, Facebook, and Twitter updates.
- The capstone project of this position is to direct, produce and create a 1.5-3 minute movie suitable for publication on the web to highlight one feature within the department (YouTube, [www.bgsu.edu](http://www.bgsu.edu) etc.).
- Explore emerging technologies and make recommendations based on student interest and current trends.
- Attend and/or plan Recreation and Wellness Marketing or Web Committee meetings as needed.
- Collaborate with the student web developer and marketing graduate assistant to insure that published information is current, relative and dynamic.
- Prepare and distribute news releases.

### **Knowledge, Skills and Abilities**

- Computer software skills
- Strong customer service skills, including interpersonal and presentation abilities
- Excellent writing skills
- Excellent communication skills
- Attention to detail
- Ability to brainstorm, cooperate, and contribute in a team environment
- Ability to self-motivate with little or no supervision
- Takes initiative, accountable, reliable, organized, creative

### **Requirements**

- Candidate must be in "good" academic standing with BGSU
- Business casual dress requirement

### **Supervision**

- Supervised by the Assistant Director of Recreation and Wellness.