

## **Marketing Internship Opportunity for the Roaring Spring Community Library**

### **ABOUT RSCL**

The Roaring Spring Community Library is located in a rural area in the southern end of Blair County. The Library was founded in 1959 and occupies the historic Eldon Inn. Our service area is comprised of 6,422 individuals in Roaring Spring, Taylor Township and ½ of East Freedom. The Library is actively involved in the community, planning, and participating in a variety of local events. For additional information: [www.roaringspringlibrary.org](http://www.roaringspringlibrary.org).

### **GOAL**

The primary goal of the internship is to increase public awareness of the RSCL to its constituents.

### **INTERNSHIP DESCRIPTION AND DUTIES**

The student intern will work closely with the Director and Assistant Director and work on various marketing and public relations projects. Weekly progress reports and meeting with Director to discuss any issues are to be part of the learning process.

Develops, produces, and executes a working public relations and marketing plan that supports the mission and goals of RSCL.

Develops and produces a message that communicates the value of library services to constituents.

Actively seeks opportunities to promote the Library to its constituents through media and advertising.

Develops and implements a brand identity strategy.

Develops and produces newsletter, press releases, and updates social networking site.

Identifies potential partnerships and sponsorships of library programs and works jointly with director to develop relationships.

Assist with staff duties including working with patrons and answering phone when needed.

### **STUDENT QUALIFICATIONS**

Student intern should have a basic understanding of public relations and marketing and how they can be used to further the mission of the library.

Possess excellent verbal, written, and communication skills, be self-motivated, have the ability to work independently, and have organizational and time management skills.

The student intern will be working in a business setting and will have contact with clients, potential partners, and funders. The intern will be expected to conduct himself/herself in a professional manner.

### **HOURS/START AND END DATES**

The number of hours each week is dependent on the interns schedule and availability. We request 12-15 hours per week. Specific hours and days worked, as well as the start and end dates of the internship, are flexible depending on the intern schedule.

### **DRESS CODE**

Student interns are required to dress in suitable business attire. Flip flops, sneakers, shorts, miniskirts, and T-shirts are not permitted unless appropriate for the event. If the student intern arrives at work and their clothing is deemed inappropriate, they will be asked to go home and change.

### **COMPENSATION**

Internship positions are not compensated, but any necessary paperwork will be completed to complete college credits.

### **ORGANIZATION CONTACT**

Interested candidates should contact  
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