



THE DEPARTMENT OF ARKANSAS
HERITAGE

**Public Information, Public Relations,
Marketing & Education Internship**

- I. **General Overview:** The public information intern would work on special projects within the Communications and Education divisions of the Department of Arkansas Heritage, including writing, editing, web site posting, social media posting, lesson plan development and teacher professional development training curriculum.
- II. **Scope of Work:**
- Assist with researching and writing news releases.
 - Assist with researching and writing newsletter entries.
 - Write for the department's blog.
 - Research and write posts for the department's Facebook page.
 - Research and write posts for the department's Instagram page.
 - Research and write posts for the department's Twitter account.
 - Assist with lesson plan development and teacher training through research, event planning and data collection.
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- III. **Required Qualifications:**
- Strong writing and editing skills
 - Ability to use standard office software: Word, PowerPoint, E-mail, and Excel.
 - Strong research skills, both library based and internet based.
 - Knowledge of social media tools: Facebook, Twitter and Wordpress blogging platforms. (Or the ability to learn these tools).
 - Interest in Arkansas history and culture
 - Customer service skills (being able to interact with the public is particularly important)
- IV. **Working Hours:**
- Flexible Hours, 6-10 hours per week.
 - Will take interns for any semester, including summer semesters.

V. Location of Work:

- Department of Arkansas Heritage
1000 North St., Little Rock, AR 72201

VI. Intern Supervision:

- Melissa Whitfield for Public Information, PR and Marketing

VII. Intern Evaluation:

- Melissa Whitfield for PR & Marketing students

VIII. Application Process:

Please include the following materials with your completed DAH application:

1. A current resume.
2. A one-page cover letter.
3. Copy of most recent official college transcript(s).
4. Name and phone number of three (3) references that can attest to your character, work ethic and career intentions.

Submit completed DAH application form and materials via email to:

Debbie Biggs, DAH Personnel Manager
debbie.biggs@arkansas.gov