

## Communications, Social Media, & Video Intern

*Under the direction of the City Public Information Officer (PIO)*

### **Position Purpose:**

This internship offers the opportunity to work directly with the Public Information Officer (PIO) in the Mayor's Office to assist with a wide range of communications tasks. The intern will focus on managing social media, creating multimedia content (including photography and video), and supporting strategic communication initiatives. The role provides a hands-on experience in public relations, digital marketing, and communication strategy. Interns will have the opportunity to focus on one or more of the following areas: writing, photography, video production, graphics, and social media content creation.

**Essential Functions:** The intern will work under the guidance of the Public Information Officer to assist in the creation and distribution of communication materials and content for the City of Framingham, as well as support initiatives related to the City's 325th Celebration Committee.

- **Social Media:**
  - Develop social media posts in collaboration with the PIO that align with the City of Framingham's brand and messaging, ensuring consistency across platforms.
  - Write engaging content for social media channels, including Facebook, Twitter/X, Instagram, Bluesky, WhatsApp, TikTok, and other emerging platforms.
  - Collaborate with the PIO to maintain a consistent voice and identity for social media channels.
- **Multimedia Content Creation:**
  - Create videos, photographs, and graphics for the City's social media channels, newsletter, and other digital platforms, ensuring high-quality and engaging content.
  - Assist in producing and editing video content for community outreach and promotional materials, including the City's newsletter and social media campaigns.
  - Collaborate with City departments to produce multimedia materials that highlight key initiatives, events, and public services.
  - Develop visual content for special events, including the 325th Anniversary Celebration, and provide support for video production on-site during key events.
- **Collaboration with City Departments:**
  - Work closely with various City departments to gather relevant content, such as event updates, public services, and important community announcements.
  - Assist in the development of materials to promote City events, public health initiatives, and public information campaigns, including flyers.
- **Brand & Marketing Support:**
  - Assist in creating and executing branding and marketing materials for the City of Framingham and its departments, including flyers, posters, and other visual assets.
  - Support the PIO with creative brainstorming sessions to design new campaigns, events, and initiatives.
- **General Communications Support:**
  - Provide administrative and logistical support for events, including the coordination of media coverage and content creation for promotional purposes.
  - Participate in meetings and brainstorming sessions to help develop strategic communications initiatives.

- Perform other related duties as assigned, including assisting with media relations, drafting press releases, and internal communication tasks.
- Photograph or videotape events as needed

**Recommended Minimum Qualifications:**

**Education, Training, & Experience:**

- Must be a current student in good academic standing or a recent 2025 graduate from an accredited college or university.
- Required to have a valid Class D driver's license or have access to reliable transportation like a ride-sharing app.
- Preference will be given to bilingual candidates who are fluent in Spanish, Portuguese, or Hindi.

**Skills:**

- Strong understanding of media and public relations principles.
- Proficiency in social media platforms and digital communication tools.
- Experience with video production, including shooting, editing, and post-production
- Graphic design experience; familiarity with tools like Canva is beneficial.
- Experience with photography, DSLR or iPhone.
- Strong written and verbal communication skills with excellent grammar, spelling, and editing abilities.
- Ability to create engaging and informative content that resonates with diverse audiences.
- Strong research skills, with an ability to adapt content to different formats and communication styles.
- Ability to prioritize tasks and manage multiple projects simultaneously while meeting deadlines.
- Capable of working independently and as part of a team, maintaining a proactive approach to tasks and responsibilities.
- Strong interpersonal skills and the ability to foster positive relationships with colleagues, community members, and stakeholders.

**Job Environment:**

- Work will be performed both in-office and at various locations throughout the City.
- Some evening and weekend work may be required to support events, campaigns, and content production.
- The intern may have access to confidential information and will be required to maintain discretion and confidentiality at all times.
- Interns may have early access to information prior to its public release, and must not disclose sensitive information until it has been officially announced.
- Errors in judgment could impact public perception or result in negative media attention for the City of Framingham.

**Internship Experience & Benefits:**

- The intern will gain practical, real-world experience in digital media, public relations, and city government communications.
- Opportunities to build a professional portfolio showcasing social media campaigns, multimedia content, and communication strategies.
- Networking opportunities within the City of Framingham and the broader public sector communications field.