



PAID INTERNSHIP for Undergraduate and Graduate Students in Public Relations or Marketing

Job Description

An opportunity for a senior undergraduate or graduate student to collaborate with ASPPA's media relations and marketing team on a broad range of communications activities in the following areas:

Media Relations

- Assist in the writing of media advisories for ASPPA events
- Assist with media registrations
- Assist with media outreach (media lists, research, etc)
- Proof submissions for ASPPANews.org
- Maintain news clips for ASPPA in monthly ASPPA in the News digest
- Assist in monthly ASPPA video update shoots

Social Media & ASPPANews.org

- Creative brainstorming for design and photo elements for ASPPANews.org
- Maintenance of ASPPANews.org
- Assist in the development and design of materials for ASPPANews.org
- Analytics and Measurement of ASPPANews.org
- Market research and trend analysis for connecting with journalists through social media

Events

- Assistance with materials for ASPPA and non-ASPPA related events; help with onsite media registration and assisting with on-site media requests

Qualifications

Qualified candidates will be seniors or graduate students in communications, public relations, marketing or writing degree programs. We are looking for a highly creative student with excellent written communication skills, who is able to work independently.

Additional Qualifications

- Proficiency in MS Word, Excel, Outlook, and PowerPoint
- Proficiency in Social Media
- Familiarity with WordPress
- Familiarity with Adobe InDesign
- Experience with Meltwater media database a plus
- Background in Personal finance or Retirement planning a plus

Application Materials

Please send a current unofficial or official transcript, cover letter with salary requirements/history, and a resume.

About ASPPA

The American Society of Pension Professionals & Actuaries (ASPPA) is a national organization of more than 7,500 retirement plan and benefits professionals that serves as the educator, voice, and advocate for the employer-based retirement system. ASPPA members are administrators, actuaries, advisors, attorneys, accountants and other financial services professionals who provide consulting and administrative services for qualified retirement plans. www.asppa.org

Interested candidates should apply via email to: hr_asppa@sbcglobal.net

Hours: 20 hours/wk

Dates of position: September 2011 – December 2011, possibly longer