

Job Description

Position	Social Media and Public Relations Intern
Department	Marketing
Status	Part Time/Temporary
Pay Status	Negotiable
Reports to	Director of Marketing
Location	Fineline Printing Group, 8081 Zionsville Rd, Indianapolis IN 46268
Work Period	Spring Semester 2012 (20 hours per week); summer 2012 (20-40 hours per week); Fall Semester 2012 (20 hours per week)
Preferred Areas of Study	Marketing, Advertising, Public Relations, or Journalism

Description of Role and Company

Fineline Printing Group is one of the largest commercial graphics manufacturers and mailing providers in Indiana. Started in 1981, Fineline remains a privately-held, minority-owned business certified by numerous local, state, and regional agencies. Fineline is also certified to ISO 9001:2008 standards and HIPAA compliance. Their 56,000 square foot manufacturing facility is located in northwest Indianapolis and houses some of the most state-of-the-art equipment in offset, digital, and large format printing.

Job Responsibilities

- Assist the development, implementation, and maintenance of public relations programs, including
 - News releases
 - Article writing/pitching
 - Event management
 - Assist the development, implementation, and maintenance of social media programs, including
 - LinkedIn
 - You Tube
 - Twitter
 - Assist the development, implementation, and maintenance of other programs, including
 - Employee Newsletter
 - Memberships
 - Awards
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- Lists
 - Gifts
 - Promotional Items
 - Internal Signage
 - Employee Bios
 - Oh Hold Messaging
- Maintain complete, timely, and accurate files on all project work
 - Assist in department's organization/reorganization and creation of files, resources, and standard operating procedures
 - Guide special projects as assigned

Technical Skills Required

- Microsoft Office applications (specifically Word, Excel & PowerPoint)
- Some familiarity with .html and/or the Adobe Creative Suite (including InDesign) preferred but not necessary

Minimum Requirements

- **Education and Experience:**
Two or more years in a college curriculum required, ideally as part of an advertising, marketing, journalism, or communications major. Any previous internship or work experience in these areas is a considerable plus.
- **Skill Summary:**
 - Excellent written communications skills, especially grammar, proof reading, comprehension, etc. Copywriting experience is a plus
 - Self motivated
 - Ability to work with minimum supervision
 - Ability to manage and prioritize multiple projects
 - Detail oriented
 - Capability to assimilate and organize large amounts of information
 - Problem solver
 - Flexible
 - Willingness to learn

Please send resumes to Resumes@FinelinePrintingGroup.com. Fineline Printing Group is an equal opportunity employer.