



Alabama Department of Veterans Affairs Public Affairs Internship Program

Name of State Agency: Alabama Department of Veterans Affairs (ADVA)

Location: 100 North Union Street, Suite 850, Montgomery, AL 36104

Intern Position Title: Public Affairs Intern

Desired starting date: Open

Agency's Mission: To promote awareness, assist eligible veterans, their families, and survivors to receive from the U.S. Federal and State Governments any and all benefits to which they may be entitled under existing or future laws to be enacted.

Summary: The Alabama Department of Veterans Affairs is seeking a motivated, intelligent, strategic, and resourceful intern to help the department in expanding its public relations effort through social media and other public communication platforms. The Public Affairs Intern will work under the direction of the Assistant Commissioner for Outreach and Engagement in five primary areas: Social media, media relations, internal and external communications, community relations, website management.

Intern responsibilities

- Assist in developing and implementing social media strategies aimed at internal and external audiences to increase awareness about the department's mission, operations and public service.
- Assist the department in identifying available resources that provide services and benefits to veterans and their families.

- Draft news releases, media advisories, fact sheets, and other materials as directed; help manage the department's website for content.
- Track news coverage of veterans' events and activities.
- Write articles and produce photographs of significant newsworthy events for the department's newsletter.
- Complete communications projects as assigned.
- Assist ADVA staff as needed.

Intern Requirements and Skills

- Be actively enrolled in, or a recent graduate of, a university public affairs, public relations, marketing, communications, journalism or related program.
- Current students must have a least a junior standing.
- Must have extensive experience and solid understanding of social media platforms such as Facebook, Twitter, YouTube and Instagram, and preferably graphic design experience.
- Possess excellent verbal and written communications skills with ability to undertake writing assignments.
- Ability to interact professionally with stakeholders and media, and demonstrate good judgement.
- Ability to prioritize tasks and focus on multiple projects and deadlines simultaneously.

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Compensation: This is an unpaid internship.

Work Schedule: Intern is expected to work no less than 20 hours per week and no more than 40 hours per week. The Alabama Department of Veterans Affairs normal hours of operation are 8:00 a.m. to 5 p.m., Monday-Friday. A flexible work schedule is open for consideration.

To Apply: Send cover letter and resume to Brandon Miller, ADVA Public Information Officer, Brandon.Miller@va.alabama.gov, or call 334-242-5077.