



POSITION DESCRIPTION: PUBLIC RELATIONS INTERNSHIP

The Wehrman Collaborative, LLC February 2019

ABOUT WECo

The Wehrman Collaborative, LLC (WeCo) is a mission-based for-profit business where the physical and cognitive challenges people live with can create opportunities to educate and improve access to information. At WeCo, we believe that Individuals who live with disabilities become experts at access simply by navigating their day-to-day lives. The *WeCo Accessibility Test Platform* enables these individuals to put their life experiences to work by helping make web sites and electronic communications more accessible for everyone.

WeCo is a business that views the skills of people living with disabilities as a viable for-profit business model. Our people's skills are in high demand, timely and valuable. The WeCo Certified Test Consultant career translates into an exciting opportunity for people who may have been overlooked by traditional work environments; we consider this talented group of people our best-kept trade secret.

WeCo's driving force is its dynamic and involved Advisory Board. Made up largely of individuals who live with disabilities, some of our Board members are also experts in the fields of vocational rehabilitation, disability psychology and accessible technology. The WeCo Advisory Board helps to shape our products and guide the career path being blazed by our Certified Test Consultant Team.

To learn more about WeCo, visit our web site at: www.theweco.com or follow us on Facebook at: **WeCo (The Wehrman Collaborative)**

POSITION PURPOSE

The **Public Relations Internship** is designed to provide the successful applicant with the opportunity to apply their marketing and communication education and/or experience to a role that can help them gain practical public relations experience and develop their resume. The position will be in WeCo's virtual and/or downtown Minneapolis offices, in a supportive professional environment which stresses a unique combination of team work and autonomy.

This role provides the successful applicant an opportunity to learn more about brand, social media and image management, as well as to experience coalition building initiatives and working in an environment that models diversity and inclusivity, internally and externally. The successful candidate will have the opportunity to contribute as a member of a team of seasoned professionals with varied backgrounds and skill sets in an emerging technology field.

POSITION LENGTH

This position is designed to serve as an educational and employment internship for the successful candidate and will last 6 months, depending upon the needs of our company.

POSITION DUTIES

WeCo's Public Relations Internship Position requires a time commitment of 15-20 hours per week. The successful candidate will assist in the promotion and establishment WeCo's brand and services consistently across a variety of media and mediums.

Duties may include assisting with:

- Social media management
- Website management.
- Collateral development and management including copywriting and editing.
- Email bulletin construction and distribution
- Event planning and implementation
- Partnership and coalition building

POSITION REQUIREMENTS

- High school diploma or equivalent.
- Applicable education and/or 1 year job or volunteer experience in marketing and/or communications.
- Intermediate knowledge of the following software programs:
Microsoft Word, Excel and Power Point.
- Strong communication skills, written and expressive (the ability to speak is not necessarily required)
- Demonstrated writing ability and experience (samples are required with application)
- Ability to multi-task
- Ability to function within a virtual office environment via shared files, email and calendar system
- Ability to complete tasks with limited supervision

APPLICANT OPTIONAL COMPETENCIES DEEMED VALUABLE

- Educational background in communications, journalism or public relations
- Advanced knowledge of the following software programs:
Microsoft Word, Excel and Power Point
- Functional knowledge of Basecamp project management software
- Functional knowledge of Word Press
- Functional knowledge of Hootsuite
- Functional knowledge of search engine optimization
- Prior experience with social media management
- Prior project management experience
- Prior event coordination experience
- Experience working in virtual office or remote workplace environments.
- Ability to work at WeCo's Minneapolis office
- Ability to travel to events within the Twin Cities area on behalf of WeCo
- Prior experience, in either a professional or volunteer setting, interacting with people who live with disabilities.

COMPENSATION

Compensation will depend upon candidate's educational background and experience. A monthly travel stipend is available for this position. The successful candidate will also have access to WeCo's free career wardrobe development service.

HOW TO APPLY FOR THIS POSITION

All applicants must **complete** a WeCo Internship Application found at:
<https://wecoadmin.wufoo.com/forms/plul48p0l9dz68p/>

IMPORTANT: Please include a current resume along with two writing samples: one creative and one technical.

The application process will close when the position is filled.