

Montgomery Parks Department
9500 Brunett Avenue Silver Spring, MD 20901
Phone (301) 495-2504

VOLUNTEER JOB DESCRIPTION

TITLE: Media Relations Assistant

LOCATION: Parkside Headquarters, 9500 Brunett Avenue, Silver Spring, MD 20901

DESCRIPTION: Montgomery County Parks, a Department of the Maryland National Capital Park & Planning Commission, operates over 400 parks on nearly 34,000 acres of public park land. With a mission committed to balancing active recreational opportunities with stewardship of natural and cultural resources, we are challenged to provide a park system that is safe, accessible and enjoyable for all. Volunteer assistance is welcomed by qualified individuals interested in Media and Marketing to help promote awareness and appreciation of the many places and programs we offer.

DUTIES AND RESPONSIBILITIES:

1. Assist in writing, editing and publishing press releases, media advisories, PSA's community calendar notices, publications, social networking messages and other collateral materials.
2. Create, assemble and mail publicity for park events including openings and dedication events.
3. Update Facebook, Twitter, YouTube and other social media outlets as directed.
4. Assemble and record press clippings.
5. A specific project assignment may be developed based on qualifications and current needs.

QUALIFICATIONS:

1. Positive attitude and desire to assist in a busy media and marketing office environment
2. Proven writing skills
3. Computer skills using MS Office Suite: Word, Outlook, Excel, PowerPoint and Publisher; Internet: FaceBook, Twitter, YouTube and other social media.
4. Ability to conduct research

REQUIREMENTS:

1. Minimum age of 16 years
2. Available during weekdays/business hours; schedule to be determined with supervisor
3. Ability to communicate effectively

TRAINING:

1. On the job training provided on procedures for writing press releases, media advisories, PSA's, community calendar notices and methods of editing.
2. Additional training provided for specific projects and professional development opportunities provided as available.
3. Works directly with professional Media Relations Manager in the Public Information & Community Partnerships Division

COMMENTS: This position offers an opportunity for those interested in exploring the field of Media and Publicity or is a great place for those with existing skills to contribute to the community and the support of our award winning Parks system. Professional standards are followed and successful participants can receive a professional recommendation and valuable resume experience.