

## **SourceYourCity** Intern Job Description

Headquartered in Nashville, Tenn., *SourceYourCity* ([sourceyourcity.com](http://sourceyourcity.com)) is a technology-enabled service that connects reporters with experts through confidential news sourcing in real-time.

### **INTERN RESPONSIBILITIES:**

Under the supervision of the company's Founder, interns will participate in marketing and public relations efforts that support the launch of SourceYourCity in Austin, TX and Atlanta, GA. Tasks will include:

- Create and maintain local market prospect lists per market for beta recruitment
- Assist with social media monitoring of local media contacts in Nashville, Austin and Atlanta
- Assist with content development and creation of SourceYourCity email-marketing newsletter
- Manage up-to-date distribution lists within the SourceYourCity MailChimp account
- Create and maintain media prospect lists for beta recruitment; conduct some related outreach
- Assist with development of relevant blog posts
- Support marketing efforts through SYC social media channels (Twitter, Facebook and LinkedIn)
- Manage weekly email notifications for users who qualify for SYC referral incentives
- Assist with content development for the SYC Resource Center including How to Pitch Q&A's with local reporters and basic PR tutorials
- Support media relations efforts on behalf of SourceYourCity that will include press release writing, blog outreach and publication research to help identify relevant marketing opportunities
- Track and manage a clip summary of all content sourced through SourceYourCity
- Assist as needed with the development of PowerPoint presentations or marketing leave-behinds for presentations and speaker's bureau events

### **EDUCATIONAL BACKGROUND:**

Bachelor's degree in public relations, marketing or a communications-related major or students currently enrolled as a junior or senior in a communications-focused bachelor's program. SourceYourCity is a start-up out of Jumpstart Foundry and the Entrepreneur Center, so master's level students with an interest in entrepreneurship are also encouraged to apply.

### **SKILLS REQUIRED:**

- Excellent oral and written communication skills
- Experience using Microsoft Excel and PowerPoint programs
- Well organized with attention to detail and ability to carry out tasks independently
- Ability to meet deadlines

### **EXPERIENCE OR SPECIAL SKILLS DESIRED:**

- Knowledgeable about basic public relations tactics, including familiarity with AP style
- Strong interest in technology and social media
- Experience with basic statistical analysis and research
- Graphic design skills are a plus

**SCHEDULE:** Minimum commitment: flexible schedule of 15 hours per week beginning in late August 2010. Interns must work remotely with a weekly in-person meeting to track progress.

**COMPENSATION:** *This internship is unpaid but interns will receive major networking benefits with Nashville, Atlanta and Austin-based media, corporate entities and PR agencies as a part of a high-growth start-up. We are currently looking for multiple interns so market focus can be assigned based upon interest. For interns looking to build a portfolio or network post-graduation, this internship is ideal.*

**CONTACT:** Neely Burks, Founder, President at [nburks@sourceyourcity.com](mailto:nburks@sourceyourcity.com).

**APPLICATION DEADLINE:** Friday, August 19, 2011