

## **PR & Marketing Scope of Work:**

Intern will be responsible for:

### **- PR**

- Work on Public Relations strategy (with Communications Director)
- Research people and publications (in various media) for potential interest in CRP and develop curated pitches.
- Create PR materials for journalists, including one-pagers.
- Create and maintain database of media contacts.
- Maintain CRP's Twitter presence.
- Other duties as assigned.

### **- Marketing**

- Work on website expansion strategy (with Marketing Director)
- Develop new website pages and gather content.
- Manage Google Adwords Ad Grant
- Research Search Engine Optimization strategies and implement
- Assist in coordination of Spring Fundraising Campaign
- Other duties as assigned.