

Special Olympics Louisiana- Capital Area Communications Intern Guidebook

What is Special Olympics Louisiana- Capital Area?

Special Olympics Louisiana- Capital Area (SOLCA) provides free athletic activities, mobilizes intellectually challenged individuals and provides them with an outlet for athleticism, competition and life-long friendships and bonds. SOLCA serves the six parishes surrounding the Capital Area of Louisiana. They include Ascension, East Baton Rouge, East Feliciana, Iberville, Point Coupee and West Baton Rouge.

Mission Statement

The mission of Special Olympics Louisiana is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for all children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Point of Contact

The intern's main point of contact will be Charles Guillory, area team leader for SOLCA. No other board member should be contacted unless Charles is unavailable or he directs you to him or her.

Charles Guillory
(225) 335-6219
chzgil@gmail.com

Joe and Audrey Segura, members of the SOLCA Executive Board, will serve as a second point of contact for you. Casey Minton, of the state office, will provide approval for all documents, graphics, etc. containing the Special Olympics Louisiana (LASO) logo.

Application Information

Requirements

The ideal candidate for Special Olympics Louisiana- Capital Area's (SOLCA) communications intern position will be a Manship School of Mass Communication student who has completed their sophomore year. Also, the individual must have completed or be enrolled in the Strategic Social Media course (MC 4002).

The ideal candidate must be self-motivated, work well independently and take great pride in his or her work. Strong written communication, verbal communication and organizational skills are a must. The communications intern will be goal oriented, resourceful and flexible. Working knowledge of Microsoft Office Suite is a requirement for this position. Knowledge of Adobe Creative software and Hootsuite is a plus.

Interns must remain open minded and enthusiastic about working with intellectually disabled athletes and their families.

Communications Intern Guidebook Cont.

Length

With the exception of the inaugural candidate, the position will be contractual to one semester long. The executive board of Capital Area Special Olympics will define the term semester. Opportunity for renewal will be determined by the SOLCA executive board based on performance.

Compensation

This position is unpaid.

General Job Description and Expectations

The Communications Intern for Special Olympics Louisiana- Capital Area (SOLCA) will perform duties including but not limited to:

Management of social media accounts

As of now the only existing social media account is Facebook. The inaugural candidate will be responsible for the creation of a Twitter and Instagram account.

The intern will provide weekly email updates to Charles Guillory that include a social media plan for the week. This social media plan should include relative posting times, planned content and copy to be submitted for approval. Should events arise during the week that solicits a post on SOLCA's behalf, the intern should contact Charles for approval as soon as possible. There will be no posts without approval unless the intern and SOLCA Executives establish further guidelines.

When in attendance at an event, the intern will be responsible for taking photos for social media purposes as well as posting live updates via SOLCA social media accounts.

It will be the responsibility of the intern to keep up with comments, messages etc. on SOLCA social media accounts and respond in a professional manner that appropriately satisfies the message or comment.

Press Releases

It will be the interns job to write and distribute press releases as needed. An updated media contact list must be kept.

Design Elements

Throughout the course of the internship, the intern will be responsible for using basic design skills to create deliverables such as flyers, newsletters and graphics for social media purposes. Design should be aesthetically pleasing and appropriate to the topic. Casey Minton and the appropriate SOLCA staff will approve all design elements before distributing.

Feature Writing

The intern must maintain and upkeep spotlight stories on athletes of SOLCA. Skills for this task are strong written communication and strong oral communication skills. You will conduct a short interview with the athlete and/or a family member and translate that interview into a short feature story. This story should employ a strong emotional appeal.

Communications Intern Guidebook Cont.

Weekly Updates

The intern will need to send weekly updates to Charles Guillory. These email updates should include social media plan for the week, any ideas for upcoming projects to be submitted for approval as well as any updates on tasks assigned. Charles will send deadlines that will need to be strictly adhered to.

Other Duties

Event Attendance Requirement

The communications intern is required to attend all Capital Area sporting events and other events Mr. Guillory deems necessary. Certain tasks include live tweeting from the event, taking pictures of the athletes and providing help where necessary. At events it is important to keep in mind that one of the biggest contributions you can provide is cheering on the athletes and helping to create a positive atmosphere for the athletes to compete in.

Replacement Expectations

At the end of your internship, the intern must help find his/her replacement leaving no more than one week between the intern's end date and the new hire's start date. Upon the last week of the intern's employment, he or she is required to train the new hire.

Staying in Contact

The intern will need to stay in regular contact with the point person as required per weekly updates and as executive board sees necessary.

Definitive Guidelines

Professionalism

In this position you will be expected to remain professional because you are a representative of CASOL and the Manship School. The utmost professionalism should be used in all contact with media, CASOL officials, athletes and their families and any other audience.

Social Media Professionalism

In managing social media it is imperative that personal accounts be separate from CASOL accounts. Tools such as Hootsuite are available to assist in this. However, it will ultimately be the responsibility of the intern to ensure that all communication is posted to the CASOL account and that no personal matter is posted to CASOL accounts.

Content Editing

In all written communication the intern should adhere to Associated Press Style Guidelines.

General Guidelines

Time management will be imperative in this position. CASOL does not have a brick and mortar location therefore the majority of work will be completed on the intern's own time and grounds. This type of position requires extreme self-motivation and strong time management skills. Deadlines will be adhered to strictly.