



SOUTHWEST REGIONAL DEVELOPMENT COMMISSION

Cottonwood | Jackson | Lincoln | Lyon | Murray | Nobles | Pipestone | Redwood | Rock

Communications Intern

Are you interested in promoting rural Minnesota? Southwest Regional Development Commission (SRDC) is looking for a creative and community-centered intern who is curious and enthusiastic about the public communications field and promoting rural Minnesota.

SRDC is looking for a talented and self-motivated Communications Intern to join our team during the summer of 2023. The goal of this internship is to help with organizational and project-based public relations and outreach strategies. As an intern, you will work closely with our Communications Specialist to implement SRDC's overall communications plan and to assist with project-based marketing and outreach strategies, to build awareness about SRDC in the community, and to promote the region and regional opportunities. SRDC is dedicated to developing successful leaders, and we strive to make this internship a hands-on learning experience to prepare the successful candidate for a career in communications.

We're looking for someone who is passionate about tourism opportunities in Southwest Minnesota, rural advocacy, parks and trails advocacy, and/or public communications. The right candidate will work with us for up to 20 hours per week during the summer on SRDC communication strategies, regional marketing and recruitment efforts, and community outreach efforts for regional trails.

SRDC's office is based in Slayton with potential for some hybrid hours as approved. This work will include occasional day travel with SRDC staff to events and meetings in the nine-county area.

What You'll Do:

- Create content for social media profiles
- Help develop strategies for capturing target audience engagement
- Event and meeting planning and assistance
- Campaign development and implementation
- Develop stories to spotlight regional successes
- Event and regional photography
- Assist with community outreach strategies, including surveying, interviewing, and events
- Other duties as assigned

Qualifications and Education:

- Excellent written and verbal communication skills
- Organization and multitasking skills
- Self-motivated
- Ability to prioritize projects, meet deadlines, and anticipate next steps or needs
- Experience in Microsoft Office, Adobe Creative Suite, Canva or other design software



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- Currently enrolled in an accredited college or university in a communications, marketing, or related field of study
- Up to 20 hours a week Monday-Friday, 8am-4:30pm, with occasional evening/weekend hours

Application Process:

1. Complete and submit an application and cover letter as requested below.
2. Application finalists will be invited to an in-person interview.
3. Applications will be announced within 30 days of the interview.

Submit application and cover letter via mail or email to:

Southwest Regional Development Commission

Attn: Jessica Welu

2401 Broadway Ave

Slayton, MN 56172

jessicaw@swrdc.org

For questions, contact SRDC's Communications Specialist, Jessica Welu at 507-836-1644 or jessicaw@swrdc.org.