

**Xavier University**  
**Manresa Core - Orientation Internship Position Description**  
**Public Relations Coordinator**

**Term:** January 2011 – November 2011

**Hours:** 2-5 hours/week from January 10, 2011 through May 13, 2011  
20 hours/week from May 16, 2011 through July 15, 2011  
40 hours/week from July 18, 2011 through August 12, 2011  
(9 a.m. - 5 p.m. Monday – Friday)  
All time is committed to Manresa August 15, 2011 through August 22, 2011  
Limited hours September 2011 through November 2011

**Stipend:** \$3200.00; paid over June, July, and August (taxes are withheld)  
\$800.00 food stipend paid over June, July, and August  
Complimentary university housing during summer terms of contract

### All Core Responsibilities

- Be present for all Manresa activities and events, including but not limited to:
  - Manresa Core Overnight Planning Retreat: January 15, 2011 – January 16, 2011
  - Manresa Orientation Team Spring Training: March 23, 2011 and March 27, 2011
  - Manresa Orientation Team Fall Training: August 15, 2011 – August 18, 2011
  - Manresa Orientation: August 19, 2011 – August 22, 2011
- Abide by Manresa policies (i.e. alcohol and substance free, appropriate Facebook, etc.)
- Maintain a cumulative G.P.A. of 2.7 or higher
- Plan, coordinate, and attend all Core meetings and Core bonding activities every Tuesday, beginning May 16, 2011
- Support and assist all Core members with projects
- Assist with the development and use of Manresa theme
- Assist with Manresa recruitment and selection processes (Group Leader, Staff, Core)
- Assist with Manresa responsibilities during Prep events (May, June)
- Follow Manresa timeline and meet all deadlines
- Keep accurate records
- Schedule no more than 5 vacation days during summer employment and none after July 15
  - In addition, all Core is off for Memorial Day and July 4<sup>th</sup> holidays
- Get supervisor approval for all vacation dates, summer classes, work, or regular volunteer commitments during May - August

### Public Relations Coordinator Responsibilities

#### Newsletters/Publications

- Complete design and content for publications, which may be but are not limited to:
  - PREP folder items
  - New student and family save the date card
  - New student and family information guide
  - Orientation team save the date card
  - Orientation team letter writing campaign
- Work with the office of marketing and printing services to create publications that are complete, user friendly, intentional and cost effective
- Keep detailed records of number ordered, cost incurred, and distribution for every publication

#### Web/E-mail Based Communication

- Participate in Campusuite training in order to serve as the Manresa webmaster
- Update and maintain the Orientation Team website, including special roles, training information, team bios, and more

- Maintain up-to-date, accurate Manresa information on the Manresa website
- Maintain Manresa presence on the Road to Xavier website, including but not limited to:
  - Core profiles
  - Group leader partner pictures and profiles
  - General Manresa information
  - Inbox messages for new students
- Work with the Offices of Admissions and Web Services to coordinate weekly new student communication (i.e. Road to Xavier newsletter)
- Monitor the use and appropriateness of Orientation Team Facebook pages

### **Manresa Theme**

- Coordinate the design and production of Manresa t-shirts
- Secure a sign artist and coordinate the development of small group signs
- Assist with design and production of Core video bios and any OT training related videos
- Create bucket stickers, name tags, and meal passes using Manresa theme images
- Create descriptions for the back of the Manresa small group signs

### **Week of Welcome**

- Support Week of Welcome program development
- Develop and distribute Week of Welcome posters and event schedules
- Create banner/signage for Week of Welcome events

### **Miscellaneous**

- Prepare and deliver a short talk explaining Manresa to students and families at PREP
- Assist the Special Programs Coordinator with the social issues performance
- Create flyer with local restaurants and shopping options
- Serve as the primary Core photographer throughout training and Manresa