

STUDENT INTERNSHIP POSITION

DIVISION:	ADMINISTRATIVE
SUPERVISOR:	FIRE CHIEF OR DESIGNEE
SUPERVISION EXERCISED:	YES
DURATION:	3-6 MONTHS, FLEXIBLE (DEPENDING ON GRANT REQUIREMENTS)
SALARY/WAGE STATUS:	HOURLY, 20 HOURS PER WEEK \$16.50 PER HOUR

Position Description:

The fire district Intern will assist the district with strategic outreach, recruitment messaging, and community engagement initiatives. This internship provides hands-on experience in public sector communications, marketing strategy and emergency services administration. The intern will work closely with district administration to develop communication tools designed to attract volunteers and career personnel, improve internal communications and support community events. This position is designed to provide practical experience for students or individuals interested in careers in public administration, communications, marketing, public safety, or municipality management.

Internship Projects & Responsibilities:

Social Media Recruitment Strategy

- Research best practices for public safety recruitment marketing.
- Develop a social media strategy to help attract volunteer response firefighters.
- Identify appropriate platforms for recruitment outreach (Facebook, Instagram, LinkedIn, etc.).
- Create sample post templates and campaign ideas to promote volunteer opportunities.
- Assist with implementation of the strategy if approved by the Fire Chief or designee.

Volunteer Recruitment Materials

- Design marketing brochures and informational videos that promote volunteer response opportunities within the fire district.
- Work with the districts administration to ensure materials accurately reflect district operations and expectations.
- Create content that highlights:
 - Community service opportunities
 - Training provided by the district

- Benefits of volunteering
- District culture and mission

Staff Photography & Visual Content

- Take professional photographs of fire district personnel, facilities, and training activities.
- Organize Photos into a digital media library for future district use.
- Develop visual content suitable for social media, recruitment materials and website use.

Internal Communication Support

- Assist with improving internal communication resources through the district's website.
- Help organize information for staff and volunteers to access operational updates, announcements, and internal resources.
- Provide recommendations for improving information accessibility and usability.

Other Projects Assigned

- Assist with advertising of district's 50th Anniversary events for 2027.
- Other tasks assigned by Administrative personnel.

Learning Opportunities to Gain Exposure to

- Public Safety administration
- Fire service operations
- Public sector marketing and communication
- Volunteer recruitment strategies
- Event planning and community engagement
- Governmental/Municipality organization structure

Desired Qualifications / Current Student or Recent Graduate in:

- Communications
- Marketing
- Public Administration
- Public Relations
- Media Studies
- Graphic Design
- Related field

Interest in public safety or community service organizations.
Experience with social media platforms and digital communication tools.
Basic photography and graphic design skills are preferred.

Work Environment:

Work may occur in both office and field settings, including fire station, training grounds, and community events. May occasionally attend public events or meetings as directed by district personnel.

Equal Opportunity:

The fire district is committed to providing equal opportunity and fostering a welcoming environment for individuals interested in public service and community engagement.