Walt Disney World External Communications Internship - Fall 2016

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At Disney, we're storytellers. We make the impossible, possible. We do this through utilizing and developing cutting-edge technology and pushing the envelope to bring stories to life through our movies, products, interactive games, parks and resorts, and media networks. Now is your chance to join our talented team as a Professional Intern in any of our segments that delivers unparalleled creative content to audiences around the world.

The Walt Disney World Communications team works within Public Affairs, which includes Community Relations, Minority Business Development, Government Relations, and Executive Communications. Along with their relationship with these departments, the team also works with other lines of business within the company to achieve its main goal of reputation and brand management for the Walt Disney World Resort.

Responsibilities

This full-time hours, paid internship focuses on media relations, issues management, and third-party management, while promoting important company initiatives in areas including community relations, diversity, employee relations, safety, business practices, and conservation initiatives. Responsibilities include, but are not limited to:

- Researching and composing articles for Walt Disney World’s e-newsletter, MouseMail, and the public affairs website (www.wdwpublicaffairs.com).
- Special Event support, including the creation of invitation lists, making follow-up calls, assisting with the development of collateral materials and logistics. Hosting media at Walt Disney World Parks and Resorts.
- Proactively generating publicity opportunities to highlight key company initiatives, through research projects, such as media analysis and issue-related research.
- Media Monitoring, tracking and reporting
• Updating media lists, writing media alerts, press releases, and other media materials.
• Serving as the department’s photo journalist by managing photo/video shoots and the social media liaison by writing blog postings, Facebook entries, and Twitter updates. Assisting in the production of video news releases.

Basic Qualifications

These are the minimum qualifications you need to be considered for this position:

• 3.0 G.P.A. or higher is required
• Microsoft Office literacy
• Demonstrated computer proficiency within a Mac environment
• Motivated, positive attitude and a passion for communication
• Proven experience with social media
• Experience in video production, including shooting and editing.
• Strong writing and research skills and an understanding of how the news media works

Preferred Qualifications

• Work experience in public, media, or government relations and/or print, television, or online newsroom
• Experience with photography for web and print publications
• Experience interpreting data and information for media tracking purposes

Required Education

• Currently enrolled as a junior or higher, or graduated within 6 months of the start date of this internship, in an accredited college/university earning a degree majoring in Journalism, Public Relations, Mass Communication, or related field

Additional Information

Materials Required:

• College transcripts (official or unofficial) - Please upload your transcript while completing the online application
To upload this document:

• Log into your dashboard at www.DisneyInterns.com
• Click the link labeled “Edit Profile Info”
• Click on the “Attachments” Tab
Internship Eligibility:

- Must be enrolled in an accredited college/university taking at least one class in the semester/quarter (spring/fall) prior to participation in the internship program OR must have graduated from a U.S. college/university within 6 months of the time of application for the internship for which you are applying for OR currently participating in a Disney College Program or Disney Professional Internship
- Must be at least 18 years of age
- Must not have completed one year of continual employment on a Disney internship or program. *Note: Once you have completed one consecutive year of employment on a Disney internship or program, there must be a minimum 6 month gap before the start of a new internship or program*
- Must possess unrestricted work authorization
- Must provide full work availability
- Must provide own transportation to/from work
- Current Active Disney cast members must meet Professional Internship transfer guidelines (for Walt Disney World cast members this is no more than four points and one reprimand in the last six months; for Disneyland cast members this is six months of consecutive service and a performance record clear of any disciplinary issues (warnings, suspensions, etc.) for at least six months)

Program Length: The approximate dates of this internship are June 2016 through January 2017. Interns must be fully available for the duration of the internship.

Housing: A limited amount of company-sponsored housing is available on a first-come, first-serve basis.