

# **CITY OF MARGATE, FLORIDA**

## **JOB DESCRIPTION**

### **JOB TITLE: DEES DEPARTMENT INTERN – PUBLIC RELATIONS**

#### **GENERAL STATEMENT OF JOB**

The Public Relations Intern will assist the City of Margate's Utilities Department with communications, website updates, and public outreach. This hands-on role is ideal for students studying Public Relations, Communications, or Marketing curricula. The intern will help inform residents about construction projects, bond-funded improvements, and upcoming regulatory impacts such as PFAS/PFOA, chemical injection (such as fluoride) to the water supply, and Lead and Copper. Clear, proactive communication is key—and this intern will help provide information to residents who are informed and engaged.

#### **ESSENTIAL FUNCTIONS**

- Develop and update content for the Department of Environmental and Engineering Services' (DEES') web page, ensuring accurate and timely information about construction projects, PFAS/PFOA updates, bond-funded improvements, and departmental initiatives.
- Draft press releases, newsletters, fact sheets, social media posts, and other materials to inform the community about ongoing and upcoming utility projects, regulations, and bond progress updates.
- Collaborate with IT, GIS, and the City Manager's Office Public Information teams to implement website upgrades that improve user experience and make utility-related information—including bond progress—easily accessible to residents.
- Assist in developing and publishing periodic updates on the water compliance, Utilities Bond Program, grants, and other initiatives, including but not limited to construction timelines, completed milestones, handouts, and project highlights for public consumption.
- Track local media and social platforms for news and public sentiment regarding DEES Utilities projects and provide summaries and strategic communication recommendations.
- Conduct research on best practices in municipal communication and public information sharing—particularly regarding infrastructure projects and environmental regulations.

- Provide general assistance with scheduling, meeting prep, correspondence, and media outreach activities.

## **MINIMUM TRAINING AND EXPERIENCE**

- Currently enrolled in an accredited college or university, having completed at least one year of coursework in Public Relations, Communications, Marketing, Journalism, Environmental Studies, or a related field.
- Strong written and verbal communication skills, with attention to detail and tone appropriate for public communications.
- Familiarity with content management systems, social media platforms, and public outreach strategies.
- Ability to work independently and collaboratively with a diverse team of technical and administrative staff.
- Experience with graphic design software (e.g., Adobe Creative Suite or Canva) is a plus but not required.

## **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

- Proficiency in Microsoft Office Suite; ability to use website and social media management tools.
- Ability to translate technical information into clear, public-friendly content.
- Strong multitasking abilities with attention to deadlines and priorities.
- Comfortable engaging with city staff, contractors, media, and residents in a professional manner.

## **EXPECTED HOURS**

- Expectation of working up to 40 hours per week.