

# Public Affairs Initiative

STEP INTERNSHIP 2023

Raleigh, NC  
Division of Public Affairs

## PROJECT DESCRIPTION / OBJECTIVE

The overall project objective is to help maintain a strategic relationship with the public, environmental groups, employees and other stakeholders while promoting transparency and highlighting the work of the Department through the communications content such as press releases, blog posts, and social media campaigns. Support Environmental Justice Program goals including contributions to environmental justice reports, data and mapping analysis, and supporting public engagement and outreach activities.

## MAJOR TASKS TO BE PERFORMED

- Assist with the daily News Clips and DEQ Newsletter as needed
- Work with Public Affairs team to identify department-wide social media messaging opportunities. This includes identifying department programs and efforts that can be highlighted on the DEQ website or social media platforms (Twitter, Facebook, Instagram, & LinkedIn.), creating content, and helping create graphics/videos.
- Write blog posts for the DEQ Environmentally Speaking blog
- Assist Public Affairs team with website updates
- Participate in public engagement by attending community information meetings (virtual or in person) or site visits and helps with logistics as needed (helps reserve spaces, set up Teams/Webex calls, takes pictures for social media, etc.)
- Assists Public Affairs team with updating our Press Release listserv and other contact lists
- Assist our Environmental Justice team with geospatial and/or tabular data analysis
- Support Environmental Justice team public engagement and outreach activities



## **FINAL PRODUCT OR OUTCOME ANTICIPATED**

The final outcome anticipated with this project is for the STEP candidate to help advance and highlight the Department's work through various communication content as well as to help maintain a strategic relationships with the public, environmental groups, employees and other stakeholders by participating in public engagement by attending community information meetings or site visits.

## **QUALIFIED CANDIDATE MUST POSSESS**

- Excellent verbal and written communication skills
- Strong interpersonal skills and decision quality
- Collaborative team member with strong initiative and leadership skills
- Proficient in Microsoft Outlook and Excel
- Experience with Adobe Photoshop, Premiere, Canva, or similar editing software

## **BONUS POINTS**

- Experience building a website is a plus
- Fluent in Spanish (verbal and written) a plus
- GIS, data analysis, or programming experience a plus

## **TRAVEL**

Yes, this project may require travel to nearby cities for public meetings or community outreach at least once.