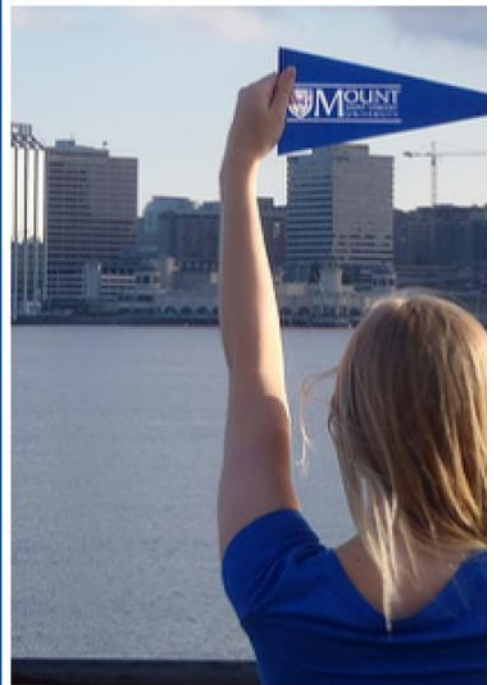


# HIRE A MOUNT CO-OP STUDENT

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## PUBLIC RELATIONS

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The Mount Co-op Team prides itself on providing a personalized approach at every step in the hiring process

## Why hire Mount students?



**UNIQUE SKILL SET**



**AVAILABLE YEAR-ROUND**



**FRESH PERSPECTIVE**



**COST-EFFECTIVE**



**LATEST KNOWLEDGE & SKILLS**



**MENTORSHIP OPPORTUNITY**

## What are some sample job duties for PR students?

### CO-OP TERM 1

- Writing and editing
- Media monitoring
- Event planning
- Researching
- Managing website content
- Preparing media kits

### CO-OP TERM 2

- Speech writing
- Executing PR plans
- Media relations
- Producing newsletters
- Planning awareness campaigns

### CO-OP TERM 3

- Coordinating special events
- Developing PR materials
- Strategic communications
- Managing publications
- Auditing publications

## When are students available?

Co-op students are available for 13-16 week work terms in accordance with their academic semester

## Average Hourly Wages

Co-op 1 = \$15/hour

Co-op 2 = \$16/hour

Co-op 3 = \$16/hour



- The Mount's public relations program is the only four-year PR degree in Canada with a required co-operative education component

## Mount PR students are bright. 💡

As full functioning team members, PR co-op students provide organizations with a wide range of talents. Their abilities include:

- Developing and implementing strategic communication plans
- Researching and writing (e.g. news releases, editorials, speeches and newsletters)
- Completing media monitoring and preparation of media analysis reports
- Creating effective communication tools using a variety of multi-media techniques
- Contributing to external and internal communication programs
- Planning and coordinating special events, conferences and meetings



## What are some sample position titles?

- Communications Specialist
- Media Relations Assistant
- Communications Coordinator
- Public Information Officer
- Public Relations Assistant
- Special Events Coordinator

# Public Relations Courses



## Theoretical Orientation to PR

- Foundations of PR
- Managing Organizational PR
- Advanced PR Management
- Research Methods
- Ethics
- Organizational Context of PR

## Practical Orientation to PR

- Persuasive PR Writing
- PR Writing: Theory & Practice
- Media Relations
- Advanced PR Writing
- Audiovisual Communications
- Visual Design
- Employee Relations

## Communications and PR

- Communications Theory & Practice
- Public Speaking
- Crisis Communications
- Mass Media and Public Opinion

## Broad Basis for PR

- Microeconomics
- Sociology
- Women's Studies
- Psychology
- Statistics
- Business Administration
- English

\*Professional electives include: PR & Gender, PR in Not-for-Profit Sector, PR in Health Organizations, PR & Fundraising and Financial PR

# THE HIRING PROCESS

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By following the few simple steps below, you could have a Mount co-op student join your team.



## PREPARE A JOB POSTING

Your job posting should include:

- Job title
- Duties and responsibilities of the position
- Supervisor contact information (mailing and courier address, phone and email).
- Salary
- Job start and end dates
- Guarantee the student a minimum of 35 hours/week and a minimum of 13 paid weeks of work in order for the co-op term to be approved



\* We also have a job posting template we can share

## SHARE YOUR JOB POSTING WITH STUDENTS

Login to the Mount co-op portal, Career Connects ([www.careerconnects.msvu.ca](http://www.careerconnects.msvu.ca)). Career Connects allows you to submit a job posting, review your application package when the position closes, submit an interview shortlist and rank students following interviews.



If you are a returning employer please login to Career Connects using your email address. Forgot your password? No problem, you can find out how to reset your password by contacting the Co-op Office.

New employers can create a Career Connects account by following these steps:

1. Go to Career Connects
2. Click on "Login Now"
3. Click on "Employer"
4. Click on "Click Here to Register"
5. Fill in the online registration form



## PREPARE FOR STUDENTS ARRIVAL

Make arrangement for the student's office space, technical needs and orientation/training.

## QUESTIONS?

Please contact our Employer Liaison, Cynthia Black with any questions [cynthia.black@msvu.ca](mailto:cynthia.black@msvu.ca) / 902-457-6493.

