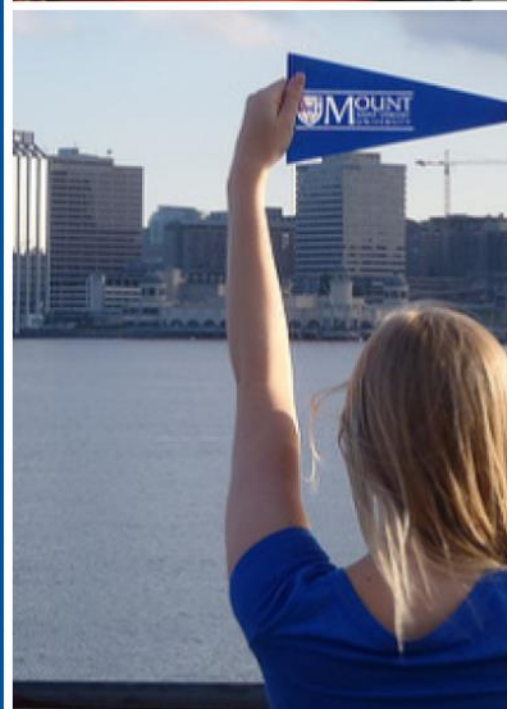
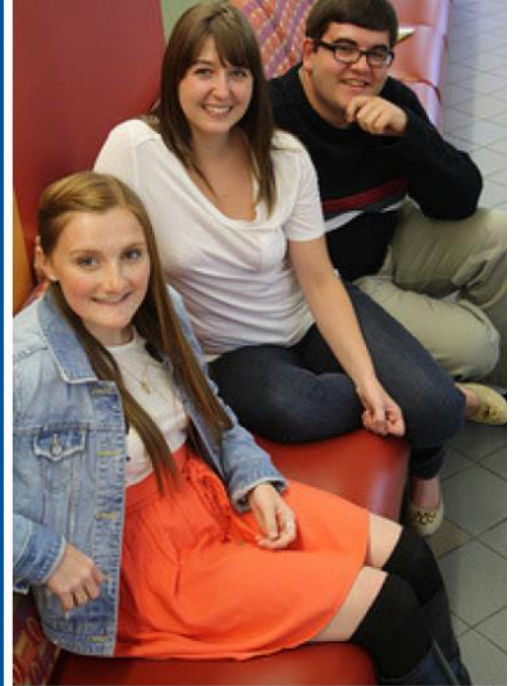


HIRE A MOUNT CO-OP STUDENT

PUBLIC RELATIONS





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
- Managing website content
- Photography
- Visual design
- Preparing media kits

CO-OP TERM 2

- Social media strategy
- Communication planning
- 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
- Employee relations

When are students available?

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

Average Hourly Wages (2016)

Co-op 1 = \$15/hour

Co-op 2 = \$16/hour

Co-op 3 = \$17/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

We make the hiring process easy for employers. By following the few simple steps below, you could have a Mount co-op student join your team

PREPARE A JOB DESCRIPTION

- Job title
- Duties and responsibilities of the position
- Supervisor contact information (mailing and courier address, phone, fax and email). Complete the Job Form attached
- 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 job description templates we can share



SEND DETAILS TO THE MOUNT CO-OP OFFICE

You can forward the above listed information to our Employer Liaison at cynthia.black@msvu.ca. Questions? Call us at (902) 457.6493.



ALLOW TIME FOR APPROVAL AND CONFIRMATION

Typically a position can be approved by a co-op coordinator in 1-2 business days. Once approved, we will send you the New Employer Handbook.



PREPARE FOR THE ARRIVAL OF YOUR STUDENT

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





Job Form for New Employers

Please complete and email this form to co-op@msvu.ca. Any inquiries: please call (902) 457-6493.

Yes, our organization would like to recruit a Mount student.

Position/Title: _____

Post position description on file

Post position description attached

Co-op Position(s) - Please check applicable program(s):

Business Administration

Public Relations

Tourism and Hospitality Management (summer only)

Bachelor of Arts (summer only)

Bachelor of Science (summer only)

Organization: _____

Contact: _____ Position Title: _____

Street Address: _____ Suite/Room #: _____

City/Province: _____ Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Company Type:

Not-for-Profit

Private/Corporate

Federal Government

Provincial Government

Municipal Government

Other Related Information:

Please contact me to discuss the possibility of re-hiring a student.

This position is being advertised elsewhere to recruit students.

Position is conditional on funding approval.

Co-operative Education Incentive program

Summer Funding Incentive program

Internal Funding - Funding will be secured by (date): _____

Will hiring a Mount student be dependent upon funding approval? Yes No

Are you a Mount alumnae?

Would you like to be contacted regarding your recruitment needs?

Co-op descriptions must be approved by the Co-op Office as a relevant learning experience.

The Co-operative Education Program at Mount Saint Vincent University complies with the Freedom of Information/Protection of Privacy Act of the Province of Nova Scotia.

Information collected on forms is used in the normal course of the Co-operative Education Program operations in accordance with this legislation.