



# **CHALLENGER LEARNING CENTER**

## AT HEARTLAND COMMUNITY COLLEGE

### **PROGRAM DEVELOPMENT & OUTREACH INTERN**

**Challenger Learning Center** seeks a program development & outreach intern for a well-rounded experience working in a professional environment. Although Heartland Community College is a higher education institution, Challenger Learning Center's audience is both the education community as well as all members of the public with and interest in STEM (science, technology, engineering and mathematics) and applying important life skills. Working within a 75 mile radius of Bloomington-Normal, the Challenger Learning Center collaborates with schools to provide hands-on, real world interactive educational experiences through simulated space missions. Community Education provides corporate missions for businesses and open enrollment, public programs for adults and youth.

#### **Job Description:**

- Assist with marketing of CLC to educators, businesses and the general public
- Assist with research related to new program development and/or other initiatives
- Assist with updating website and writing/distributing e-newsletter and social media updates
- Work with Associate Director of Public Information to write and send out press releases/photos, arrange interviews and set up story coverage with local media, in proportion to level of experience
- Participate in the proofing/editing process for the community education schedule booklet and other promotional pieces
- Optimize and distribute events via online channels and local calendar listings (print and online)
- Research possible venues/conferences/events to market the CLC
- Assist with on-site special events
- Assist with basic photography needs
- Maintain clippings file
- Attend meetings and events with the CLC staff as needed and schedule allows
- Perform other duties as assigned

#### **Qualifications:**

- Sophomore, Junior and Senior applicants
- Majoring in Communication, Sales, Business, Marketing or related field
- Knowledge of Microsoft Office
- Previous public relations internship or volunteer experience and coursework preferred, but not required
- Has ability to perform research and report findings in an organized manner
- Excellent verbal and written communication skills
- Organized with excellent time management skills

1500 W. Raab Rd.

Normal, IL 61761

(309) 268-8700 ■

FAX (309) 268-7984

[www.challengerlearningcenter.com](http://www.challengerlearningcenter.com)



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- Detail oriented and deadline driven
- Reliable – must be able to work occasional evening and weekend hours for special events
- Strong interpersonal skills; comfortable working with a variety of team members
- Must be able to lift boxes and materials
- Dynamic, outgoing and creative personality

**Internship Available:** Fall/Spring/Summer semester

**Compensation:** College credit, call for details (10-15 hours per week schedule)

**Available Hours:** Monday-Friday, 8am-4:30pm, weekends and evenings as needed

**Do you require anything other than a resume to screen?** Yes, we require an interview with department staff as well as a criminal background check. Sample work may be requested.

**Contact Name:** Stacey Shrewsbury, Lead Flight Director, Challenger Learning Center, (309) 268-8701, [stacey.shrewsbury@heartland.edu](mailto:stacey.shrewsbury@heartland.edu)

**Fax:** 309-268-7984

**Web Address:** [www.challengerlearningcenter.com](http://www.challengerlearningcenter.com)

**Application Procedure:** Interested, qualified applicants should submit a cover letter, resume and writing sample to:

Stacey Shrewsbury  
Challenger Learning Center at Heartland Community College,  
1500 W. Raab Rd., Normal, IL 61761

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