

## **PUBLIC RELATIONS INTERNSHIP OVERVIEW**

### **POSITION DESCRIPTION**

As a public relations intern, you will be an extension of the PR team and an integral component to the agency's daily tasks and operations. This internship will also provide you an opportunity to develop professional skills, create work samples for portfolio use and learn the role of PR within an integrated agency. This internship is a semester-long commitment.

### **RESPONSIBILITIES**

- Dedicate the equivalent of 12-18 hours per week for 12-14 weeks
- Develop a portfolio of all work completed during the period of internship
- Support the preparation and distribution of media materials
- Assist in conducting research for clients
- Aid in planning and/or attending client events and seminars
- Assist in preparing general client correspondence
- Attend at least one breakfast or luncheon sponsored by the Florida Public Relations Association (FPRA) or Public Relations Society of America (PRSA) with an &Barr team member
- Draft media releases, alerts and/or advertorial needs and proceed through the editing process with guidance from an account executive
- Help create social media content across several platforms
- Assist in preparing general client correspondence
- Assist with media clips and monitoring coverage for reporting for multiple clients

### **QUALIFICATIONS**

- 3.0 GPA or higher and a junior, senior or graduate student
- Journalism, communications, advertising or public relations major
- Excellent writing, editing, organizational and personal skills
- Familiarity with Associated Press (AP) writing guidelines
- Knowledge of social platforms including Facebook, Twitter, Pinterest, Instagram, LinkedIn, Google+
- Working knowledge of OS X, Microsoft Office
- Strong communication skills
- Ability to multi-task and remain organized
- Responsible for timely completion of work
- Enthusiasm for the public relations and related fields
- Professional appearance and conduct

### **HOURS**

- Average 16 hours a week/12-14 weeks
- This is an unpaid semester-long internship.

### **CONTACT:**

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