



PUBLIC RELATIONS INTERNSHIP FALL 2021

POSITION DESCRIPTION

As a public relations intern, you will be an extension of the PR team and an integral component to the agency's client services and operations. This internship will also provide you with opportunities to develop professional skills, create work samples for portfolio use, and learn the role of PR within an integrated agency.

RESPONSIBILITIES

- Attend, engage, and participate in internal meetings
- Support media relations, including the preparation and distribution of media materials (press releases, media alerts, etc.)
- Media list research and development
- Assist with media monitoring and reporting for multiple clients
- Writing/editing of internal and external communications
- Support internal and external event planning and management
- Assist in conducting secondary research for clients
- Support implementation of client Corporate Social Opportunity (CSO) programs
- Assist with community relations activities
- Support &Barr's PR and social media efforts

QUALIFICATIONS

- 3.0 GPA or higher and a junior or senior (i.e., must have completed two full semesters of courses in your college)
- Journalism, communications, or public relations major
- Excellent writing and editing skills
- Proficiency in Associated Press (AP) Style
- Strong organizational and communication skills
- Ability to multitask and meet deadlines
- Knowledge of social media platforms, including Facebook, Twitter, Instagram, and LinkedIn
- Working knowledge of OS X, Microsoft Office
- Enthusiasm for the public relations and related fields
- Professional appearance and conduct

HOURS

- Average 16-24 hours per week for 12-14 weeks
- This is an unpaid, semester-long internship

CONTACT:

Mike Lovecchio
Account Executive, Public Relations
mike.lovecchio@andbarr.co