

We're Looking for a Public Relations Intern. Is it you?

WHO WE ARE

We are not just an advertising agency. Or a branding company. Or a design shop. Or a PR firm. Or a marketing business. We're a full-service Advertising agency based on Lake Eola in Downtown Orlando. Here, you'll become one with the Creative team, jumping in on projects like brainstorming, ad concepting and creative execution. We value you for your thinking, and never see an intern as just an intern. Our goal is the same as yours: for you to leave this internship with a portfolio of work that packs a punch—and makes you a stand-out as you start your creative job hunt.

WHAT YOU'LL BE DOING

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.

- 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
- Consistently demonstrate sound judgement and strategic thinking, in accordance with Agency's mission, vision, and values and never sacrifice quality for speed

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 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

APPLICATION REQUIREMENTS/DEADLINES

Applicants are encouraged to apply as early as possible for consideration.

LIKE WHAT YOU HEARD? LET'S TALK. CONTACT

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