



PARTNERSHIP

MARKETING & BRAND COMMUNICATIONS

POSITION: Public Relations Intern

The Partnership is looking for a public relations intern to join our PR department. In this role, you will be working closely with the senior director of public relations and assisting with the writing of media releases, scheduling of events and meetings, conducting research, and much more. You will also be working closely with staff from other departments to determine their PR needs.

To be a successful PR intern, you must be a confident, having basic skills in copywriting, social media, and marketing. Ultimately, an outstanding PR intern should be able to build relationships with the media and suppliers of marketing material, while constantly looking for ways to boost The Partnership's image.

Public Relations Intern Responsibilities:

- Supporting the senior director of public relations in implementing The Partnership's PR strategy.
- Creating engaging content for media releases, social media platforms, and newsletters.
- Updating and maintaining The Partnership's social media pages.
- Building relationships with current and potential partners, vendors, and the media.
- Provide assistance to the senior director of public relations with reputation management services for partners.
- Providing input on public relations and marketing initiatives, suggesting creative ways to improve The Partnership's public image.
- Conducting research on marketing initiatives of The Partnerships' competitors.
- Monitoring of media coverage on events and media releases that were issued and creating press clippings.
- Updating media lists.
- Performing administrative duties.

Public Relations Intern Requirements:

- Enrollment in a public relations, communication, or journalism program with an accredited college or university.
- Excellent understanding of various social media platforms including Facebook, Twitter, LinkedIn, and Instagram.
- Efficient in MS Word, Excel, and PowerPoint.



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- Basic budget management skills to track spending on sponsorships, events, and marketing material.
- Comfortable with public speaking and engaging with partners.
- Excellent research and analytical skills.
- The ability to prioritize workload, adhering to strict content deadlines.
- Willingness to attend events after hours and on weekends.
- Knowledge of copywriting and editing.
- Outstanding verbal and written communication skills.