

## PUBLIC RELATIONS INTERN

August 2009

### EMPLOYMENT OVERVIEW

Looking to advance your knowledge of public relations? Our PR Intern will assist with public relations programs designed to support client initiatives at SPARK Advertising, a Neenah based advertising and PR agency. Intern will have exceptional writing and communication skills in order to assist with public relations and community relations projects designed to create and maintain favorable image for the agency's growing list of clients. We are seeking Journalism, Public Relations or English senior or recent college grad. Employee will report directly to the Director of Public Relations and the President. Ideal candidate would be interested in moving to full time PR specialist position.

### EMPLOYMENT DESCRIPTION

- ∞ Under the direction of the PR director, participates in public relations projects as part of a formal educational internship.
- ∞ Manages all aspects of a single public relations project during the internship. Responsibilities may include project planning, research, writing, print materials development, photography, distribution and media relations.
- ∞ Write news releases, feature articles, fact sheets/bios and other communications for distribution to regional and national media outlets.
- ∞ Provide administrative support for corporate communications department including maintaining media clippings files, media lists, media kits.
- ∞ Assist with the research and development of public relations plans as they relate to B2B and B2C clients.
- ∞ Assist with coordination of press/special events for which the Public Relations department is responsible.
- ∞ Provide support/assistance with special projects assigned by PR director.
- ∞ All work and conduct will be in accordance with the professional guidelines of the Public Relations Society of America.
- ∞ Represent SPARK Advertising in a professional business manner
- ∞ Assist with reception duties of answering phones and welcoming clients.
- ∞ Other duties may be assigned as needs arise.

### EMPLOYMENT QUALIFICATIONS

We're seeking a journalism, English or Public Relations senior or recent college grad.

### COMPENSATION & BENEFITS

The unpaid and non-benefited position requires 20-30 hours per week (Negotiable). Plus, parking, experience of a lifetime and great networking opportunity.

### EDUCATION AND/OR EXPERIENCE:

Should be senior year or higher in a bachelor's program with an emphasis in Journalism, Public Relations or English. Must have knowledge of the public relations industry and are currently enrolled in Journalism school at an accredited university. Previous writing or pr experience expected.

### LANGUAGE SKILLS:

Must have clear and concise written and verbal communication abilities. Candidate must also be proficient in Microsoft applications such as Word (how to track changes for editing purposes), Excel and PowerPoint. Photoshop and InDesign programs are a plus.

### REASONING ABILITY:

Must have strong personal and professional judgment, as well as the ability to base communications on the direction and goals of the agency and/or project. Self-starter with keen ability to multi-task and meet deadlines.

**\*Please submit published writing samples with resume to [careers@startaspark.com](mailto:careers@startaspark.com)**

