

gyro:

PUBLIC RELATIONS INTERN JOB DESCRIPTION

SUMMARY

Responsibilities include basic writing, compiling research and media coverage, assisting in developing media lists, project management and client results reporting. Good writing and project management skills are a must. Ideal candidates will have relevant education, will be detail-oriented, and have the ability to work well individually or as part of a team.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Competent at assisting in conducting research, tracking media coverage and reporting measurement
- Will be assisting in the organization of trade shows, news events and Webinars
- Candidate should demonstrate competence and aptitude with basic writing assignments, such as briefings, press releases, brochures, and fact sheets
- Will have a hands on role in helping to manage smaller client projects
- Is responsible for sharing status on all client work
- Should be aware of and actively assist in the PR team meeting deadlines

EDUCATION/TRAINING/EXPERIENCE

- Bachelor's degree / working toward a Bachelor's Degree in PR, Journalism or English
- Aptitude with basic Microsoft Office package - Excel, Word and PowerPoint
- Understand and use AP Style
- Familiarity with social media
- Must be detail-oriented and have the ability to work well individually or as part of a team
- Portfolio of writing examples