



## Job brief

We are seeking a Public Relations Intern, who is full of creative ideas and eager to contribute on a large scale. The intern will gain visibility into the inner workings and aspects of the digital media industry. When the internship is completed you will be ready to enter any fast paced PR firm.

## Responsibilities

- Fully support company's PR strategy and execute it in different phases
- Create and curate engaging content
- Find interesting and irresistible angles from which to pitch the company and its clients
- Establish and maintain relationships with local writers and network anchors
- Effectively utilize company's social media and blogs
- Create and distribute traditional press releases
- Publish and promote optimized digital press releases
- Identify calls for speakers and awards submissions, and nominate the company and its clients
- Build and update media lists and databases
- Schedule, coordinate and attend various events
- Perform research and market analysis activities

## Requirements

- Strong desire to learn along with professional drive
- Solid understanding of the different social networks
- Detail and deadline oriented
- Enjoy constructive feedback that leads to improved performance
- Excellent verbal and written communication skills
- MS Office
- Passion for the PR industry and its best practices
- Current enrollment in a related BS or Masters university/college

Job Type: Internship

Job Location: Scottsdale, AZ

Salary: \$10 per hour/10 hours per week

Please email cover letter and resume to [cynthia.gemberling@scottsdalecc.edu](mailto:cynthia.gemberling@scottsdalecc.edu)