

## **Intern – Public Relations**

**Company** – Gold In September® (G9)

**Location** – opportunity to work remotely

**Position** – Unpaid

**Industry** – non-profit



### **Description –**

Public relations intern will have excellent written and verbal communication skills with a keen sense for what makes compelling news. This person will be responsible for juggling multiple projects simultaneously, such as writing press releases, planning media marketing events, managing media kits and digital public relations campaigns.

Successful candidate will intern with G9, based in Delafield, WI. This is a part-time unpaid internship during the school year on a part-time basis for approximately 5-8 hours a week.

Specific duties include, but are not limited to:

- Draft press materials, including news releases, media alerts, and pitch letters customized to specific audiences and outlets
- Assist in external communication to partners
- Assist in pitching media and securing placements
- Assist in planning and executing media events
- Assist with researching new media targets
- Build and update media contact databases
- Conduct media outreach
- Create and maintain targeted media lists
- Help develop and brainstorm new story ideas to drive press stories
- Identify and interact with press and bloggers
- Monitor press clippings, industry news, and social media platforms
- Participate in creative brainstorming sessions
- Secure editorial calendars from relevant local and national media
- Track competitor and industry news
- Create status reports

### **Qualifications:**

- 3.0 GPA or higher
- Currently enrolled in, or have recently completed, college coursework in public relations, marketing, communications, or similar subject
- Excellent written and oral communication skill including syntax, usage, and creativity
- Well-organized, independent creative thinker, team player with an entrepreneurial spirit
- Professionalism regarding time, costs and deadlines
- Up to date with industry leading software and technologies (Cision experience a plus)
- Social Media experience as it relates to public relations and overall marketing is a plus

### **Benefits:**

- This is an unpaid part-time internship
- Estimated weekly hours are 5-8 (schedule is flexible, but must be able to meet weekly deadlines consistently)
- Intern will have a mix of in-office work and work remotely on his/her own computer
- Non-profit experience
- Develop a solid body of work
- Exposure to marketing, program, and non-profit leaders
- An incredible opportunity to make a difference in the lives of children

Interested candidates should send resume, cover letter and examples of work to Carol Burns at [carol@goldinseptember.org](mailto:carol@goldinseptember.org).