



Public Relations Internship Description

We are looking for *enthusiastic and committed* students who are interested in learning more about the literary public relations field from a team of seasoned professionals. PR by the Book, LLC interns designate their weekly office hours and commit to a minimum of 15 hours per week for 6-months. You'll have the opportunity to be mentored in-person, too.

The internship is unpaid; however, a performance-based stipend is available to those interns that have an exceptional level of performance. The maximum stipend available is \$750 over the term of the internship, but is not guaranteed. Intern performance evaluations will be conducted at the half-way point and at the end of the internship. If earned, a portion of the stipend will be paid at the half-way point and another portion at the end of the internship.

Interns will be mentored and supervised and assist the campaign managers in developing, executing, and monitoring client media relations campaigns and social media platforms.

Qualifications:

- Excellent communication skills (verbal and written)
- Dedicated to making a difference in clients' campaigns
- Positive attitude and willingness to learn
- Solid understanding of social media
- Self-starter with initiative and creativity
- Solid writing skills
- Independently manages workflow
- Excellent time management skills
- Exposure to development & execution of social media campaigns (preferred)
- Understanding of digital media applications: Facebook, Twitter, Pinterest, Google+, Instagram

You will learn and assist as follows:

- Writing press packs with intro to author and book, news tie-ins for media pitching. Expert Booklet pages, Author Q&As and suggested interview questions
- Email pitching to media
- Online media research and blogger outreach
- Researching media and newsworthy topics online
- Attending monthly team meetings and brainstorm strategy sessions
- Compile media lists
- Assist with social media content development and blog writing for PRBTB,

SERVE (division of PR by the Book) and clients

- Monitor all forms of social media
- Content generation and ongoing social media support

Internship Benefits:

- You can work from home (saves on commute time and gas)
- You manage your time and assist with projects when it is convenient for your schedule
- You are able to occasionally shadow experienced PR professionals
- You may be able to receive college credit for the internship
- You will learn professional skills through this internship & get references/recommendations

IT/Software/Applications PRBTB utilizes (experience preferred, but not required):

- Mobile phone
- High Speed Internet Connection
- GoogleApps for Business (gmail, Google docs/spreadsheets)
- CisionPoint
- Mac or PC basic skills
- Social Media Applications (FB, Twitter, Instagram, Hootsuite, LinkedIn, Pinterest, Google+)
- Google/FB/Twitter/Instagram Analytics
- Canva, Mailchimp, Crowdfire and Later Instagram, Canva
- Wordpress

If interested in the internship, please email a cover letter and resume to info@prbythebook.com.

More information about PR by the Book, LLC can be found at www.prbythebook.com.