



## **Public Relations Internship - Summer 2019 (Paid; eligible for academic credit)**

### **Hours:**

20-40 hours/week

### **Date Posted:**

March 6, 2019

### **Internship Overview:**

Shiftology Communication is seeking a spirited and passionate go-getter to join the team and complete their summer internship with us. As an intern, you'll work closely with other team members on different aspects of various client projects, including research, planning, branding, digital and social, media relations, event planning and promotion, and more. The ideal candidate is a self-starter who is able to think outside the box and create value for our clients, while also having the ability to stay focused, organized and on task. Thriving in a professional environment is also key, as many of our interns communicate directly with our clients and business associates. This internship is a stepping stone to a career in public relations/communication, complete with networking opportunities, portfolio pieces, constructive feedback, real experience and awesome co-workers.

### **Work Environment:**

We operate using a modern coworking/virtual work environment. One day, you may be working in our office space in downtown Springfield that we share with two other creative companies, and the next you may be working from home. With this flexibility comes the expectation that the ideal candidate can be productive in both a co-shared space and from a remote location.

### **Intern Responsibilities (just to name a few):**

- Social media posts and reports
- Writing copy - news releases, newsletters, feature articles, etc.
- Primary and secondary research
- Media relations/media buying
- Event planning/promotion
- Staffing client and Shiftology events

- Providing support to our Virtual Farm Trips program
- Special projects
- And much more!

**Minimum Qualifications:**

- Current undergraduate student studying public relations, communication, agricultural communication, marketing or related field
- Excellent written and interpersonal communication skills
- Working knowledge and experience in core areas of public relations - social media, digital/online, media relations, copywriting, event planning and promotion
- It's fine to have APA knowledge, but we use AP style here!
- Previous experience with all social media platforms, Google Drive/Docs/Sheets, Constant Contact/MailChimp, Wordpress, Adobe Creative Suite, Zoom Video Conferencing and media monitoring services is a plus
- Last but not least, a positive, can-do attitude!

**How to Apply:**

Email cover letter, resume, two writing samples (preferably PR-related, i.e. news release, feature article, etc.) and two professional references to: *Emily Bennett*, [emily@shift-ology.com](mailto:emily@shift-ology.com)

**Deadline to Apply:** March 22, 2018