

August 17, 2017



s e v e n s m i t h

Public Relations Intern

Sevensmith, LLC.

Location: Walnut St, Philadelphia, PA

Application Deadline: September 10, 2017

Position: 2 Part-time, Unpaid

Timeframe: 08/21/17 — 10/31/17

Apply at: <http://www.internships.com/public-relations/public-relations-intern-i2635446>

Description

We are a home decor brand which curates and sells products from artisans worldwide and are looking for an enthusiastic PR intern to help us grow our brand.

The Public Relations Intern will be responsible for developing a PR strategy, thinking up and developing stories and pitching news outlets, blogs, online magazines and other media. Interns are given a lot of independence and will work directly with management. The perfect opportunity for someone who wants to get hands-on PR experience and isn't afraid to put themselves out there.

Incredible opportunity to learn the ins and outs of a startup and grow a brand via PR, develop contacts and foster relationships.

Internship is not site-specific and interns will work remotely (i.e., from home).

Responsibilities

You will be responsible for:

- creating a media list;
- drafting press release copy;
- pitching to the press on a regular basis and forming good relationships with various outlets;
- minor graphic design and photoshop;

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- working with our content writing team to come up with stories to pitch to media outlets;
- creating newsletters and emails; and
- working closely with our executives to develop social media campaigns.

Requirements

Must be a self-starter and proactive in thinking up good content and effective strategies.

Prior experience in PR, marketing, community development and/or social media management is a plus.

Excellent verbal and written communication skills.

Proficient in Microsoft Office.

Please do not send cover letters. Must include resume.

In your email, please explain in detail:

- your experience with pitching the media and successful PR initiatives you have worked on;
- why you are interested in helping us with our PR strategy.

Before answering, please take a look at our site <https://seven-smith.com> to get a better idea of our brand.