



Position Title: Digital Media Intern

Position Description: We are looking for *enthusiastic* and *committed* students who are interested in learning more about developing digital media campaigns for publishing houses, independently published authors, experts and businesses from a team of seasoned professionals. PR by the Book 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 at Link co-working on occasion. There will be an opportunity to earn a performance based stipend, up to \$750, which will be available to interns who perform to specific communication and outcome related targets. If earned, a maximum of \$250 will be paid at the half-way point and remaining earned stipend(\$500) at the end of the internship.

The digital media intern will be mentored and supervised by our Digital Media Coordinator and will assist to develop, execute, and monitor client digital media campaigns.

Qualifications:

- Self-starter with initiative and creativity
- Dedicated to making a difference in clients' campaigns
- Positive attitude
- Solid understanding of social media
- Excellent communication skills
- Efficient social media writing skills
- Exposure to development & execution of social media campaigns
- Understanding of social media applications: Facebook, Twitter, Pinterest, Google+, Instagram
- Can independently manage own work flow
- Excellent time management skills

You will learn and assist as follows:

- Development and execution of social media campaigns
- Content generation and ongoing social media audit and support
- Research newsworthy topics/events, angles, influencers and social media trends.
- Attend monthly team and brainstorm strategy meeting first Tuesday of each month (negotiable depending on locale of intern)
- Monitor all forms of social media
- Assist with social media content development and blog writing for PRBTB and clients
- Additional projects as assigned

IT/Software/Applications PRBTB utilizes (not required where indicated):

- Mobile phone (preferred – not required)
- High-speed Internet Connection – 3mb down and 1mb up
- GoogleApps for Business (gmail, Google docs, Spreadsheets, Presentation)
- CisionPoint(not required)
- Mac/PC basic skills
- Social Media Applications (FB, Twitter, Pinterest, Hootsuite, Instagram, Google+)
- Wordpress(not required)
- Solve 360(not required)

Internship Benefits:

- You will earn “mentor hours” throughout the term, to be used as 1-on-1 consulting/training.
- You can learn and assist the PRBTB team 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 shadow experienced PR and digital media professionals.
- You may be able to receive college credit for the internship.
- You will learn professional skills required in the real working world.

If interested in the internship, please email a cover letter and resume to babs@prbythebook.com. More information about PR by the Book can be found at www.prbythebook.com.