



### **Title: Public Relations Intern 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 on occasion. The internship is unpaid. A performance base stipend is available to those interns that have an exceptional level of performance. The maximum stipend available is \$750.00 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 maximum of \$250.00 will be paid at the half-way point and remaining earned stipend at the end of the internship.

**Internship Description:** Public relations interns will be mentored and supervised and assist the campaign managers in developing, executing, and monitoring client media relations campaigns and social media campaigns.

### **Qualifications:**

- Excellent communication skills
- Dedicated to making a difference in clients' campaigns
- Positive attitude
- Solid understanding of social media
- Self-starter with initiative and creativity
- Solid writing skills
- Independently manages workflow
- Excellent time management skills

### **You will learn and assist as follows:**

- Writing press pack with an intro to author and book, news tie-ins for media pitching, Expert Booklet page, Author Q&A and suggested interview questions
- Email pitching to media
- Online media research and blogger outreach
- Researching media and newsworthy topics online
- Attending monthly team meeting and brainstorm strategy session, the first Tuesday of each month (negotiable depending on local of intern)
- Assisting with social media outreach
- Monitor all forms of media

- Compile contact lists
- Search for press clippings
- Additional projects as assigned
- Assist with social media content development for PRBTB and clients

**Internship Benefits:**

- 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 occasionally shadow experienced PR professionals
- You may be able to receive college credit for the internship
- You will learn professional skills through this internship

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

- Mobile phone (preferred – not required) – Apple 4g (iOS5) or Android 2.3 (Gingerbread)
- High-speed Internet Connection – 3mb down and 1mb up
- Microsoft Office
- GoogleApps for Business (gmail, Google docs)
- CisionPoint
- VOIP phone system
- Mac or PC basic skills
- Social Media Applications (FB, Twitter, Pinterest, Hootsuite, etc.)
- Wordpress
- Solve 360

**Intern Skill Sets:**

- Executes delegated assignments from Senior Publicist/Publicist/Assistant Publicist
- Independently manages work flow
- Excellent time management skills
- Solid writing skills
- Positive attitude

If interested in the public relations internship, please email a cover letter and resume to [babs@prbythebook.com](mailto:babs@prbythebook.com). More information about PR by the Book, LLC can be found at [www.prbythebook.com](http://www.prbythebook.com).