

Name:
Job Title: Intern
Hire Date:
Status: Exempt

Reports To: Jennifer Henderson and PR Manager
Supervisor's Title: Owner and PR Manager



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Public Relations Intern Job Description

About JODesign:

JODesign is a full-service firm that offers graphic design, advertising, marketing, public relations, business to business marketing and more to its clients.

Job Summary:

The Intern assists JODesign for public relations and marketing, helping to expand clients profits and increase visibility. The public relations/marketing intern will work directly below the public relations/marketing manager. It is JODesign's goal to instill the basic teachings of marketing and public relations. We hope it is a beneficial relationship for both parties. Duties might include any of the following responsibilities, as well as other, unlisted duties.

Public Relations Responsibilities:

1. assist with developing, writing and distributing approved press releases
2. assist with media relations, including pitching, researching and scheduling interviews if needed
3. assist with organization of executive photos, photo opportunities and events
4. assist with building and maintaining relationships with both local and national media
5. assist with building and maintaining press kits
6. assist with posting logos and organizational summaries to industry services related web sites and publications
7. assist with finding and completing appropriate contest entries
8. assist with following-up with members of the media to track and ensure client placement
9. assist with proofing written materials for style, grammar, etc.
10. assist with planning and executing special events, if needed

Marketing Responsibilities:

1. assist with monitoring the impact of marketing plans, including revenues, and making adjustments accordingly
2. assist with writing advertising copy for clients.
3. assist with developing, maintaining and using marketing database, which includes client and prospect information, mailing lists, access to client publications, etc.
4. assist with electronic and social media marketing efforts for JODesign and its clients
5. assist with direct mail and marketing efforts for JODesign and its clients

General office responsibilities

1. assist with answering phones when needed
2. run errands as needed - compensation for mileage applicable

Knowledge, Skills and Abilities:

1. ability to work with others
2. ability to manage numerous projects simultaneously
3. ability to assist clients from concept to production
4. adherence to deadlines and budget
5. willingness to contribute to the overall operation of the JODesign
6. ability to generate, share and follow through on creative ideas

Essential Physical Requirements:

1. Ability to utilize computer workstation for the majority of the workday
2. Use of telephone and fax machine