

## **Paid PR / Communications internship in the heart of Manhattan**

Company: Since 1960, we have worked with more than 400 cities, regions, states and countries helping them attract both investors and visitors. Based in New York City with 45 professionals nationwide, our firm creates award-winning economic development and tourism marketing campaigns.

### **Responsibilities:**

Company is seeking a Public Relations Intern for our company. The candidate must have a “passion for places” with a strong interest in economic development, economic news and trends, and have exceptionally strong writing and communications skills. We are looking for a creative, high-achieving individual, who has an interest in national and international business, news, and their impacts on communities.

- Support the PR & communications campaigns of each community your team represents through research and brainstorming
  - Pitch national media and trade outlets on storylines crossing multiple industries
    - Contribute to client digital and social media marketing efforts
    - Report on and track the progress of PR & marketing campaigns
- If not already knowledgeable about the industry, quickly learn about the field of economic development

### **Client Profile:**

- MUST be an extremely strong writer and communicator
- Impeccable organization and eagerness to work in a fast-paced environment
  - Confidence and previous experience pitching media
  - Experience in use of social media platforms in a professional setting
    - A strong interest in places and business marketing
- A degree in public relations, English, Economics, International/American Studies, marketing or journalism is strongly preferred
  - A goal-oriented, “can do” attitude and creative problem-solving abilities
  - A self-starter who is independently-motivated and has the discipline to meet deadlines
- Must have prior PR agency or newsroom experience or have worked with a chamber of commerce or economic development organization in a marketing capacity

Start: November

Location: New York, NY

Duration: 12 months

Stipend: \$1,000 per month

