OPPORTUNITY: PUBLIC RELATIONS INTERN

JOB DESCRIPTION:

Embrace Disruption PR is seeking a disruptive and passionate intern to assist with a variety of clients in the lifestyle, non-profit, technology and talent sectors. Possible opportunity of a position upon successful completion.

POSITION TYPE:

Unpaid Internship (Mid-May 2014 – Mid August 2014)

RESPONSIBILITIES:

• Contribute to and maintain company blog.
• Maintain and engage on company's social networks.
• Assist with writing press releases, media advisories and pitches.
• Copywriting and proof reading materials.
• Screening phone calls and all other communications.
• Assist with mail outs, printing and assorted other client requirements.
• Creating and updating media contact lists.
• Daily monitoring, reporting and analysis for internal and external purposes.
• Assist with collecting and scanning client media pieces.
• Identifying unique marketing and communications opportunities for clients and firm.
• Schedule and maintain client publicity calendars where needed.
• Ongoing research activities for clients and firm.
• Assisting firm with YouTube channel development
• Coordination of speaking engagements, photo shoots, and appearances.
• Assisting firm with various duties as needed.

DESIRED SKILLS:

• Strong writing skills are an absolute MUST.
• Knowledge of social platforms like Hootsuite and Tweet Deck.
• Passion for reading and consuming content daily.
• Comfortable communicating in public, over phone, and through email.
• Able to talk to complete strangers comfortably (even though your parents told you not to).
• Able to work proactively, and speak up when you have new or creative ideas.
• Comfortable working within Wordpress.
• Basic knowledge of Adobe Photoshop.
• It goes without saying, but we'll say it anyway: you must be efficient in the full Microsoft Office suite of programs.
• Knowledge of Final Cut and Keynote preferred.
• Previous experience using monitoring and reporting tools like MRP and Cision is an asset, but not required.
• Non-conventional thinker, with a passion for trying new things.
• Dog friendly (don't worry, he's tiny and hypoallergenic)

WHAT’S IN IT FOR YOU?
• We're in a central location (Yonge & Bloor – right off the subway)
• You’ll develop stronger research and writing skills.
• You’ll be challenged to think creatively.
• We'll coach you through social media – and help you develop an enviable skill set.
• You'll assist with pretty amazing events and work with a fantastic list of clients and talent.
• You'll gain a better understanding of the many facets of public relations.
• You'll walk out knowing how to piece together a variety of materials for use within the PR industry!

ADDITIONAL INFO:
• Candidate should be available 3 days per week, totalling 20-25 hours a week.

HOW TO APPLY:
Send a sample of your writing and a resume to info@embracedisruption.com. We're not fans of traditional cover letter format, so write us and tell us why you're the right fit for Embrace Disruption PR. Please no phone calls – rest assured, we will read your online
application.