

Public Relations & Social Media Marketing Internship – SUMMER 2021

[Pam Cook Communications](#)

Pam Cook, Pres. & CEO

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Who we are:

Pam Cook Communications offers our clients a comprehensive, customized approach that incorporates and aligns public relations with other branding efforts and corporate goals. We develop and execute a strategic plan that builds upon and enhances our clients' positioning initiatives in order to generate constant, wide ranging media coverage. Our first step involves assessing our client's market position, and how well that position is known by the media and the public. From there we develop a targeted message that supports the branding efforts. In addition to sustaining on-going public relations, PCC specializes in coordinating and promoting press conferences, open house and ribbon cutting ceremonies, corporate mergers and acquisitions, and fundraising events.

Public Relations/Social Media Marketing intern will be given the opportunity to delve into the business side of marketing, entertainment marketing, and public relations. Interns are also offered the chance to participate in brainstorming sessions and meetings and will be looked upon to provide insight based on their experiences and observations. Internships are for credit. Further employment may or may not be available once the internship is completed.

We're looking for organized, detail-oriented, and resourceful individuals with a can-do attitude who are eager to learn about working for a public relations & marketing agency.

Job Description & Qualifications for Intern:

- Strong writing, communication, and research skills
- Internet-savvy and comfortable using Microsoft Word, Excel, PowerPoint and Google programs
- Organized, detail-oriented, and able to juggle multiple tasks in a given day
- Ability to work in a fast-paced environment
- Availability between 12-15 hours per week and able to work occasional nights and weekends as necessary
- Must be at least 18 years of age, possess a valid driver's license, and provide own transportation

- Must be currently enrolled in an accredited college, university, or recent graduate
- Compensation: \$10 per hour

Responsibilities to include:

- Supporting PCC with video/photo shoots, events and administrative tasks
- Compiling and editing monthly press reports
- Drafting and editing press releases, newsletters, and media materials
- Building and maintaining media lists
- Monitoring press daily
- Monitoring social media daily
- Assisting on Social media strategy