Title: Public Relations/Communications Intern, based in Austin, TX.

Reporting Relationship: The position will report to the Public Relations Coordinator

Salary: This position is unpaid for school credit or paid with previous PR internship experience

Role: We are seeking a Public Relations Intern, who is full of creative ideas and eager to contribute on a large scale. The intern will gain visibility into the inner workings and aspects of the public relations/communications fields, provide concrete deliverables and learn from top to bottom. When the internship is completed you will be prepared and have gained experience to enter any fast paced PR or communications role.

You are a forward thinking, communications-driven, leader with a digital curiosity focused ambitiously on obtaining a communications or public relations career path. You enjoy participating in a fast-moving environment and working across agencies to align client objectives by crafting effective messaging to media driving client business performance.

Responsibilities

- Fully support company’s PR strategy and execute it in different phases
- Create and curate engaging content
- Create and distribute press releases
- Build and update media lists and databases
- Schedule, coordinate and attend various events

Requirements

- Strong desire to learn along with professional drive
- Solid understanding of media engagement
- Excellent verbal and written communication skills, strong copywriting skills
- Efficiency at Google and/or Microsoft Office functions (email, calendar, dropbox, word, sheets, excel)
- Passion for the PR industry and its best practices
- Experience with MailChimp, Emma, SendGrid or other email marketing platforms helpful but not required
- 15-35 hour a week availability
- Current enrollment in a related BS or Masters university/college

Interested?
If this sounds like a fit, email your resume and three writing samples to hello@strategicplayground.com

Strategic Playground is a marketing, branding and content solutions agency. We are great utility players. With more than 20 years of experience working with Fortune 1000 companies, sports leagues, teams, professional athletes, entertainment properties and the brands that sponsor these organizations.

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