

Nyhus Public Relations & Marketing Internship

Job Description

Nyhus integrated public relations and marketing internships are developed to give broad exposure to an agency experience including behind-the-scenes support of both the public relations and the marketing and content teams on client-facing and internal projects. This includes monitoring and analyzing client media coverage, conducting research on existing and potential new clients, and supporting the maintenance of media lists, speaking and awards programs, and editorial calendars. Internships are hands-on and approximately three months long. Interns are provided with an assigned manager, clear goals and defined expectations.

Summary of Key Responsibilities

- Support team members on multiple high-profile client accounts
- Gather and analyze news coverage of clients and client related issues
- Assist team with social media initiatives and track social media trends
- Work with client account leads and team members to develop and maintain comprehensive media contact lists across multiple clients
- Support the team on various marketing and business development tasks including data and contact management projects
- Maintain and develop stakeholder lists and briefing materials across several clients
- Assist in drafting press releases, fact sheets, collateral and other materials
- Work with the team and marketing leadership to implement digital strategies (e.g., marketing automation campaigns, analyzing and visualizing data sets, multimedia production) for client and Nyhus marketing efforts
- Support ongoing programs including editorial, speaking and awards opportunities across several clients
- Conduct research on a variety of topics for current and potential clients
- Assist team in coordinating and facilitating special events and press conferences
- Cover reception duties, as needed
- Track billable time precisely and consistently
- Other tasks and duties as assigned

Skills

- Basic understanding of communications strategies and tactics
- Exceptional written communications skills
- Organized, with stellar time-management skills
- Effective multi-tasker
- Strong attention to detail
- Basic understanding of using social media tools (Twitter, Facebook, YouTube, LinkedIn, etc.) and content aggregators for business purposes

- Team player, positive attitude and ability to self-motivate
- Strong analytical and problem-solving skills
- Excellent judgment with regard to accuracy, responsiveness, integrity and discretion
- Ability to work well under deadlines and in high-pressure situations
- Solid computer skills with proficiency in PC-based systems, Microsoft Word, Outlook, PowerPoint and Excel; experience using Adobe Creative Cloud design software, marketing automation platforms, data visualization tools and Salesforce a plus

Utilization

- 100% billable
- Based on a 40-hour work week; may be asked to work some evenings and weekends

Qualifications

- BA/BS degree in journalism, communications, public relations, marketing or a related field
- Professional experience preferred

Benefits

- Compensation is \$15 per hour; this position is not eligible for company benefits
- This position is classified as nonexempt, and is subject to federal and state overtime and minimum wage requirements. Overtime will be calculated using the method for fluctuating workweeks. Thus work over forty (40) hours in a work week will be paid an overtime amount equal to one and one-half times the hourly wage rate for the number of hours over forty worked in the week.

To apply, please send a cover letter, resume and three writing samples to careers@nyhus.com, indicating in the subject line the position for which you're applying. Applicants may be required to take a writing test during the interview process.

We respectfully ask that you refrain from calling about your application.