
PR & Social Media Intern

Formation PR + Brand is seeking a driven person who is seeking a PR internship with an established, full-service marketing agency serving clients throughout the country. This internship is expected to be part-time and will require a commitment of approximately 15 hours per week.

As a PR and Social Media Intern, you will play a crucial role in supporting the public relations and social media efforts for our various clients. You will work closely with the PR and marketing teams to promote our client's brands and services through various platforms. This internship provides an excellent opportunity to gain hands-on experience in public relations, social media management, and agency marketing.

This role will work under the direction and assignment of our Senior Strategists, with close collaboration with our Communications Specialist.

As a PR intern, you will:

- Assist in drafting press releases, media pitches, and other PR materials.
- Conduct research on media outlets, journalists, and influencers relevant to our clients' industries.
- Help organize and maintain media contact lists and databases.
- Monitor and track media coverage for our clients' organization.
- Assist in creating engaging content for various digital platforms, including blog posts, articles, social media posts, and newsletters.
- Conduct research to gather information and data for content creation.
- Assist in managing and maintaining our social media accounts for assigned clients (Facebook, Twitter, Instagram, LinkedIn, etc.).
- Monitor social media channels and alert our team with regards to responses needed
- Other duties as assigned.

Requirements:

- Currently a junior or senior pursuing or recently completed a degree in communications, marketing, public relations at a four year university.
- Strong written and verbal communication skills.
- Familiarity with various social media platforms and their management tools.
- Basic knowledge of public relations principles and practices.
- Detail-oriented with excellent organizational skills.
- Creative thinking and problem-solving abilities.
- Knowledge of graphic design and video editing software is a bonus.
- Prior experience with social media management or PR internships is a plus.

Position Details:

We expect that our PR intern will work, in-person, at our Hendersonville, NC office. We anticipate that this position will require a commitment of around 15 hours per week and will be paid at \$15 per hour. The specific schedule and duration of the internship can be discussed and agreed upon during the selection process.

To Apply:

Please submit a writing sample, send a letter and resume.

About Formation PR + Brand

Formation PR + Brand is a PR firm and creative agency all wrapped up into one. We get both sides of the PR and creative equation which means our clients don't have to. Our clients are incredible people and organizations who excel in the fields of healthcare, nonprofits and philanthropy, regional planning, higher education and other emerging industries.

Like our clients, the Formation team is dedicated to having a positive impact on the world around us. We do this by strategically partnering with our clients to generate a positive impact, while working to empower their teams to do this important work long after our contract or time together ends. Together, we are able to establish, and then unleash, their brand's potential. It truly is the most amazing work, and we're grateful to do it.