

JOB DESCRIPTION – INTERN

Company Information:

Inspire PR Group, based in Columbus, Ohio, is recognized as a trusted communications partner to the nation's most valued brands. Inspire provides award-winning communications, marketing, digital and public relations solutions for a wide range of clients. We are committed to delivering high-quality, innovative communications services that are carefully tailored to meet the individual needs of our clients.

We are passionate about what we do and are proud of the clients we work for and the people who work with us. We offer a flexible work environment and are committed to the professional development of our team.

Job Summary:

Inspire is seeking a motivated, passionate and organized individual to serve as a part-time public relations intern. The candidate will conduct work on behalf of Inspire clients, assist account teams in managing projects and reporting to clients, conduct research, and provide social media and media relations support for Inspire and for the firm's clients.

This internship also will provide the candidate with an opportunity to develop and strengthen professional skills, create work samples for the individual's portfolio, and learn the role of working in a PR agency. This internship is a semester-long commitment.

Job Responsibilities:

- Assist account team members with their day-to-day responsibilities for specific client accounts.
- Conduct new business and client research and analyses.
- Write, edit and proofread materials, including press releases, social media posts, blog content, media pitches, fact sheets and client correspondence.
- Find and identify stories while monitoring media and suggest pitching opportunities for clients.
- Develop lists of the most appropriate journalists and bloggers for media outreach.
- Conduct social media research and audits, as needed.
- Write and develop content ideas for Twitter, Facebook, Instagram, Pinterest and blogs.
- Research social media content ideas using online monitoring tools and search engines.
- Monitor, track and report editorial and social media coverage for clients.

Minimum Qualifications:

- Completion of one other relevant internship experience preferred.
- Full-time undergraduate student or recent graduate of communications, journalism, marketing or a related area of study. Previous work experience in public relations, communications, journalism, marketing or related field is a plus.
- Strong written and verbal communications skills and ability to juggle multiple tasks under tight deadlines.
- Proficient in using digital and media monitoring tools.
- Strong computer skills, including MS Office (Word, Excel, PowerPoint).
- Ability to work independently and as a team member.
- Intellectual curiosity and sense of humor.
- Team player who is eager to grow and learn.

How to Apply:

If you would like to join a fun and rewarding team environment, please send your resume and cover letter to shelby@inspireprgroup.com by November 30, 2020.