

## 2023 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 daily media monitoring, 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 (approximately 15 weeks), and our workplace is on a hybrid schedule. As such, the position includes a mix of in-person and remote work, and so a candidate located near our central Ohio office is desired.

### 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 relatable 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 fun-loving personality.
- Team player who is eager to grow and learn.

Inspire provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

**Other things for you to know:**

- This position may require occasional travel within the central Ohio area; therefore, you must have a valid driver's license and reliable transportation
- We will provide a company laptop for you to use during your internship; however, you must have high-speed internet access on a secured network (e.g. not a public coffee shop or the like)
- FLSA STATUS: part-time, non-exempt, temporary employee
- LOCATION: hybrid / able to work remotely
- TRAVEL: <10% to occasional team events (when safe to do so) and possible few days on-site for client projects
- REPORTS TO: Katie Lundy, Director

**How to Apply:**

If you would like to join a fun and rewarding team environment, please send your resume and cover letter to [Katie@inspireprgroup.com](mailto:Katie@inspireprgroup.com) by December 11, 2022.