PKPR
FALL 2012 PUBLIC RELATIONS INTERNSHIP
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Company Description
PKPR is a full-service public relations agency specializing in aggressive, intelligent, and sophisticated national publicity campaigns. At PKPR, we are dedicated to using our media expertise, experience, and relationships to help clients achieve the attention, audience, and acclaim they deserve. We are especially passionate about representing clients who endeavor to create positive change—from innovators in media, film, and the arts to champions of progressive and gay causes to leaders in health and wellness.

Whether it's a big magazine profile or a blog post that comes close to crashing your web site, we are constantly focused on rich, meaningful media coverage that not only raises a client's profile, but also reinforces pride among colleagues, supporters, and Mom and Dad, too. Collaborating with our clients and helping them harness the power of media to flourish is what gets our hearts racing - and what makes it a thrill to do what we do everyday.

Website
http://www.pkpr.com

Internship Description
PKPR is looking for someone who is a media junkie, stays on top of current news and affairs, and understands how to use traditional and social media to promote ideas/products/events.

The firm provides several learning opportunities. The intern will report to the President and work closely with other account executives.

Duties include the following:
- Client and media research
- Creating, managing and updating media lists
- Pitch and press release distribution
- Assisting during events
- Preparing press kits
- Gathering and creating press clippings
- Aiding in the day-to-day running of the office

Qualifications
Applicants should be detail-oriented, dependable and able to complete assignments in a fast-paced, multi-task environment.

In addition:
- Junior or Senior
- PR/Communications/Journalism/Media major
- Strong verbal and writing skills
- Proficiency in Photoshop (or other photo editing software) Mac OS, and Excel is a plus

Hours and Pay
- $10/hour – 15-20 hours week
- The internship will start immediately. End date is TBD.

Location
Chelsea, Manhattan

Application Instructions
To apply please send brief cover letter outlining your proudest moment from internship or school, Why you're interested in a career in public relations and five media outlets (not Facebook or Twitter) that you read on a daily basis. Generic cover letters will not be considered.
Please also attach your resume. Send to Jobs@pkpr.com, subject line “Internship.” Immediate opening.