Page Communications is seeking an enthusiastic, personable and hard-working intern to join our team for the remainder of the fall and spring semesters. Page Communications interns gain real-world public relations experience working alongside one of Kansas City’s fastest growing PR teams.

Interns will perform real client work related to public relations, media outreach, community relations, influencer engagement, creative campaigns, positive positioning strategies, and social media engagement. Interns will also be asked to aid in agency-specific work such as research, resources and database development, organizational needs, and media/event support.

Page Communications is seeking to engage an intern for the fall/spring of 2014/2015:

- Approximately October 13 – May 15
- The fall 2014 intern position is approximately 24 hours per week. Please note that there will likely be instances to surpass 24 hours (but not to exceed 40 hours) in one week.

Intern compensation:

- Hourly rate of $10.00 per hour, paid monthly.
- Page Comms is happy to provide documentation for use by a college or university to aid current students in receiving course credit.

Qualifications:
The successful candidate will:

- Be pursuing a degree in PR, marketing, journalism, communications or equivalent major or currently holds degree in such an academic program
- Able to commit to the proposed time frame and hour structure
- Be able to work a regular weekly schedule with some flexibility
- Maintain a basic knowledge of Facebook, Twitter, Foursquare, Swarm, Yelp and general strategies for the use of each
- Have a working knowledge of the local Kansas City news media
- Excellent writing ability
- Understand the Associated Press Stylebook
- Be able to work collaboratively to achieve clearly defined goals
- Be proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Possess a willingness to perform deep research and report findings
- Be a self-starter able to effectively function with minimal supervision
- Demonstrate a commitment to personal and professional excellence
- Be willing and able to perform the list of sample duties on page two

Interested candidates: please email a resume and two writing samples to Greg Loeffler at greg@pagecomms.com.
Sample list of duties:

Social Media
- Monitor, maintain and manage clients’ Facebook pages, Twitter streams, Instagram accounts, and other social media, including online review sites
- Build out monthly conversation calendars and/or weekly look-ahead calendars for clients’ social media accounts
- Craft, proof and schedule posts and tweets for clients’ social media accounts
- Research emerging social media platforms for integration into client plans
- Field work for social media purposes (mileage is reimbursed)
- Social media measurement and reporting
- Participate in strategy design for client social media
- Other duties as assigned

Account Service:
- Assist in the planning, coordination and execution of client events
- Assist in the management of client accounts
- Participation in planning and brainstorming sessions for both existing and prospective clients
- Other duties as assigned

Media Relations:
- Media list development
  - Form a basic understanding of CisionPoint, an online media database tool
  - Through CisionPoint and supervisor instruction, create lists for internal media purposes
  - Form a well-rounded familiarization of local/regional/national bloggers and the beats they cover
- Various writing projects, which may include:
  - Press releases and advisories
  - Story pitches
  - Bios
  - Cutlines
- Key message/talking point development
- Other duties as assigned

Administrative:
- Media clips maintenance, including tracking, scanning and recording for agency clips library
- Maintain and organize media library
- Media kit assembly
- Database development and maintenance
- New business research
- Other duties as assigned