

Page Communications, a boutique public firm, is seeking a social media and public relations focused intern to start in September. Intern candidates should have experience with and understanding of social media, combined with public relations skills, including excellent writing in multiple formats. Page Communications works a roster of retail, hospitality, lifestyle and professional services clients.

*Interns should not be shy. Candidates should have a personality, enjoy social media and enjoy working with a team on multiple projects. Interns will assist with real client work related to social media, public relations, media outreach and event support. Additionally, interns will support on critical agency foundational items such as research, resources and database development and organizational needs.*

Page Communications is seeking to engage an intern for the fall of 2016:

- Starting September 1, 2016 and ending December 16, 2016
- Approximately 18 – 20 hours per week. Please note that there will likely be opportunities to surpass 20 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 public relations, 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, Instagram, Snapchat and Pinterest 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



**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:**

- Maintain and organize media library
- Database development and maintenance
- New business research
- Other duties as assigned

*If interested in the fall intern position, please email your cover letter, resumé and writing samples to Breanne Fritcher at [breanne@pagecomms.com](mailto:breanne@pagecomms.com).*