

## Marketing & Business Development at a PR Agency in New York, NY

Host Company ID: I-0421475



**Internship Duration:** 3-12 months (*unpaid*)

### Company:

We are a full-service, luxury lifestyle Public Relations boutique agency based in New York City, with over fifteen years of experience in successfully meeting the diverse needs of corporations, organizations and individuals. Our business philosophy is client-centered. Clients receive individual high-level attention throughout the relationship, supported by a tailor-made PR campaign developed and implemented specific to each company or person's situation and needs.

Our combined expertise covers the full spectrum of public relations needs — from branding, strategic marketing, buzz building, crisis management, investor relations and political communications, to establishing long-standing relationships with media contacts and expanding social media circles. We have developed a successful track record representing clients in the hospitality & travel, literary, fashion, film, real estate, retail, beauty and nightlife & entertainment industries, as well as a number of philanthropists, foundations and charity benefits.

### Internship Position and Tasks:

- Media Monitoring

- Performing internet searches
- Clipping of media mentions both digitally and in hardcopy form using image handling and office software
- Attendance and support at client events; ability to handle the public.
- Internet research in support of client accounts
- Background writing and drafting in support of client releases
- Social media release drafting
- Errands within New York City to media outlets and client locations to learn the media geography of the City

**Requirements:**

- Business English: strong written and oral skills are essential
- Computer & IT skills: Windows and Microsoft Office software