



## **Public Relations Internship Job Description**

**Organization:** Ideality Communications, located in the Pittsburgh, PA area

Ideality Communications LLC  
PO Box 210  
Beaver Falls, PA 15010

### **Firm Description:**

Our clients range from small and mid-sized businesses to nonprofit organizations. We believe solid writing, creativity and strategic planning are critical components to all marketing communications and strive to help all of our clients bring their dreams, ideas and visions to reality.

### **Intern Description:**

We are a small agency with big clients and big ideas waiting for implementation. Most of our designers and writers work virtually but we find plenty of time to collaborate on ideas, brainstorm together and still meet in person for projects. We expect our interns to be able to work on projects remotely as well as in person with us at times, depending on their location and proximity to our clients and our other team members.

We are looking for a responsible, deadline-driven, creative and highly motivated intern to work with us on a wide variety of exciting client projects. Even though interns will be required to complete work assignments on their own schedule, they will report directly to the principals of Ideality Communications and will meet with Ideality team members as much as needed to review work. While this internship is unpaid at the onset, Ideality

Communications is actively seeking qualified writers and public relations specialists; therefore, the opportunity for advancement and compensation exists upon completion the internship.

### **Requirements/Skills**

- Public relations interns will be actively enrolled in, or a recent graduate of, a college or university public relations, marketing, advertising or other related program.
- Current students will preferably have at least sophomore standing.
- The individual must demonstrate the ability to undertake basic public relations writing assignments, and possess an understanding of basic media relations skills, an ability to interact professionally with clients, and good judgment.
- A working knowledge of computers, as well as word processing and database management software is necessary. Access to a computer, the Internet, email and certain software programs are necessary since the intern must work remotely on projects.
- The public relations intern will be mentored and work along side the principals of the organization as well with other Ideality team members. Ideality management will help the intern prioritize tasks and focus on multiple projects and deadlines simultaneously.
- Ideality will negotiate hours to be worked based on credit requirements of the university or college.
- Prior relevant experience is preferred.

### **Responsibilities**

The intern:

- Drafts basic public relations materials including news releases, media alerts, fact sheets, client meeting summaries, status reports and other materials as directed.
- Copy edits flyers, brochures, press releases, newsletters, web content and any other materials as directed.
- Assists in the creation, updating and editing of social media accounts as directed for certain clients.
- Compiles and writes copy for flyers, web content etc. from multiple previously produced materials.
- Carries out special and media event planning activities and

- arrangements as directed.
- Attends and participates in client meetings, media training sessions, presentations, and brainstorming sessions if applicable with intern's location.
  - Assists with the development and updating of media lists and other databases, including client, marketing, prospect and administrative databases. Other tasks include database creation, data entry and update additions and corrections.
  - Assists with the distribution of client information/materials or the firm's marketing materials.
  - Assists with the management of outside vendors to successfully complete outside work, including, but not limited to printing of materials, photography, graphic arts services or supplying needed products.
  - Compiles client binders and portfolio pieces as directed.
  - Performs general research duties relating to client projects as designated by agency team members.
  - Assists firm staff with other client, business development and firm management projects as needed.

**To Apply:**

Please send a cover letter, resume and **writing samples** to:

Susan Paff

Ideality Communications

PO Box 210

Beaver Falls, PA 15010

or email [susan@idealitycommunications.com](mailto:susan@idealitycommunications.com)

**No phone calls please.**