PUBLIC RELATIONS AND SOCIAL MEDIA INTERNSHIP OPPORTUNITY

Located in Birmingham, Ala., STYLE Advertising is pleased to announce the availability of spring internship positions in the public relations and social media department. Founded in 1970, STYLE Advertising is a full-service advertising, marketing and public relations firm and remains the oldest agency in Alabama still operating under the same name for more than 40 years. Internship positions are from January 2015 until May 2015.

DUTIES AND RESPONSIBILITIES:

• Assist agency public relations director, public relations coordinators and other staff in day-to-day tasks for clients
• Draft and distribute press releases
• Participate in client and staff meetings
• Contribute public relations and social media ideas for new business proposals and plans
• Update and maintain agency and client social media channels
• Perform clerical and administrative duties
• Compile and maintain media contact lists
• Write and edit copy for newsletters, blogs and brochures
• Coordinate with media as assigned, in development of appropriate news stories

QUALIFICATIONS:

• Recent graduate or current student of a public relations,
marketing or communications program

- Possess interest in public relations and social media
- Knowledge of AP style
- Experienced with social media outlets such as Facebook, Twitter, Instagram and Pinterest and be able to understand the role each can play in a business’ marketing strategy
- Knowledge of Hootsuite a plus
- An innovative self-starter with problem-solving skills, creativity, ambition and a strong work ethic
- Possess a high degree of professionalism
- Ability to execute multifaceted tasks
- Ability to exercise independent judgment and strong attention to detail
- Have exceptional written and verbal communication skills
- Live in or near the Birmingham area and have own form of transportation

To apply, please send a resume and cover letter to kirsten@styleadvertising.com or call Kirsten Ebert at (205) 503-8893.