



	Job Title:	PR Assistant Intern
	Position Type:	Part-Time Internship
	Location:	Charlotte, NC/Remote
	Hours:	Available 10 -20 hours per week in addition to full days on event production days
	Compensation:	Non-Paid/College Credit
	Duration of Internship:	<p>Spring Internship March 2017 – May 2017</p> <p>Summer Internship June 2017–August 2017</p> <p>Fall Internship Sept. 2017–Nov. 2017</p>
Education:	Upper level college student or recent college graduate. Degree in the public relations, journalism or communications.	
Position Purpose:	To support the PR team with the research and planning of PR campaigns and initiatives. This position is perfect for someone looking for hands on experience in entertainment and lifestyle PR.	
<p>Responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> • Assisting in all aspects of PR, Event Planning and Fundraising initiatives • Developing media lists, database entry, literature searches, drafting news releases and statements, working with reporters, fulfilling media inquiries, coordinating interviews, and assisting in preparation for all meetings and events. • Assemble press kits and mailings. • Attend team meetings and conference calls. You will be provided with guidance and training throughout the internship. <p>Other possible activities include:</p> <ul style="list-style-type: none"> • Behind-the-scenes help on photo and video shoots for clients • Model Coordinator (castings, managing models day of event) • Coordinating promotional efforts (creating a strategic marketing and promotional plan for select events) • Helping with inventory and distribution of client products as needed • Working with local and national publications to create brand awareness • Booking/Confirming Talent Gigs and Appearances 		
<p>Skills/Qualifications:</p> <ul style="list-style-type: none"> • Must be able to work on select weekends • Can meet deadlines • Willingness to work long hours on event days • Ability to work independently at home and in a team setting • Experience with social media (Twitter, Facebook, Instagram, YouTube and Snapchat) 		

- Working knowledge of CMS (particularly WordPress)
- Must be reliable and can respond to emails within 24 hours
- Outstanding multi-tasking and organizational skills
- Reliable smart phone and computer with internet access
- Must have excellent written and oral communication skills
- MUST be detailed oriented

Applying for the Position:

1. **Please thoroughly read the application procedure.**
2. Send an email to info@jswmediagroup.com.
 - a. Email Subject: PR Assistant Intern
 - b. Updated Resume
 - c. A Cover Letter
 - i. Your cover letter should articulate how you will contribute to the JSW Media Group Brand, what you're expecting to learn and what drives you about the PR industry.
 - d. Your Availability
 - e. Your Twitter and Instagram Handles
3. Absolutely no Phone Calls.
4. Qualified candidates will be contacted.
5. **Deadline to Apply: For Spring Internships- February 15th; For Summer Internships- May 15th; For Fall Internships-August 15th.**