About the Abbi Agency

We are human-centric media experts and communications professionals working across all industries to innovate the field and practice of integrated marketing communications. We tell the stories of our clients across mediums in an effort to engage their customers, partners, event attendees, esteemed colleagues and surrounding communities. We accomplish this by thinking beyond today’s trends and strive to deliver results that position clients as innovators and thought leaders. We inject the emerging worlds of content development, digital marketing, social media and traditional media relations with a deep understanding of business development goals, brand positioning and audience engagement. It’s not just public relations. It’s not just marketing. It is evolved thinking.

About the Internship

The PR intern role at the Abbi Agency is very involved and hands on which means the intern will be involved in all facets of agency life, from attending client briefings to contributing ideas in brainstorming sessions. The intern will learn the process of planning and executing media relations and digital media campaigns. The intern will also be tasked with developing and seeing to completion some of the ideas they’ve volunteered, as well as hybrids of manager and intern ideas and suggestions. Due to the fast and quick paced nature of agency life, interns will be responsible for self-managing as well as self-starting.

Required Qualifications

- Strong communication skills
- Professionalism
- Willingness to learn in a fast paced, high-caliber environment

Preferred Qualifications

- Basic understanding of Associated Press writing style
- Strong writing skills

Internship Duties

Meeting the changing needs of the organization. Writing projects with wit and purpose, creative design and strategy input, social media updates, event assistance, newsletter organization, and inter-office communication and assistance are among the many hats an intern might wear. Below are samples of potential duties:

- Monitor all forms of media
- Write press releases and other materials
- Write blog posts
- Social media content curating
- Research relevant data upon request
- Graphic and Video design
- Planning media events and/or social/blogger campaign

$12/hour for 120 hours
Spring Semester 2016

Apply by November 6, 2015 at www.unr.edu/career