PACK INTERNSHIP GRANT PROGRAM

Public Relations Intern

The Abbi Agency
275 Hill St. Suite 250
Reno, NV 89501

About the Abbi Agency
The Abbi Agency is a team of media fanatics who know the industry inside and out. We are eBook authors and media relations pros who can land the cover of The Wall Street Journal or a segment on NBC Nightly News. We are artists who craft bold design and crisis managers who know what to say when things go wrong. We are digital dorks and nuts-and-bolt business minds. We eat, live and breathe media and we understand how public relations, consumer-driven marketing and social engagement intersects with your bottom line.

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 also be tasked with developing and seeing to completion some of the ideas they’ve volunteered as well as hybrids of managers ideas with interns suggestions and expertise included. 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
Some customer service or client interface training is essential. Students applying for this internship must have a strong work ethic and ability to deliver on deadlines, manage time, work with teams, and display exceptional communication skills. Applicants should have a basic understanding of Public Relations, Communications, Marketing and/or Journalism.

Preferred Qualifications
- Basic understanding of Associated Press writing style
- Proficient in both Mac and PC operating system
- Strong writing skills

Internship Duties
Meeting the changing needs of the organization. Flexibility is a desirable attribute as intern duties range from researching media contacts to riding bikes and delivering ice cream cones. 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.

We have listed additional duties below:
- Monitor all forms of media
- Assist with day-to-day tasks within the office
- Write press releases and other materials
- Search for press clippings
- Create or update databases
- Write blog posts
- Research relevant data upon request
- Planning media events and/or social/blogger campaigns

$12/hour for 120 hours
Spring Semester 2015

Apply by November 14, 2014
at www.unr.edu/career