



Green Olive Media Internship Job Description

Description:

Green Olive Media is looking for an intern interested in learning all aspects of the public relations and communications field. The intern who fills this position should expect to learn the intricate tasks and daily processes of a career in integrated communications. From this internship, we hope you will learn a variety of skills and strategies that will help you to be prepared for your future business endeavors, as well as gain experience in the business/communications fields. It's essential that applicants to this position have excellent communication skills, demonstrate creativity and understand the importance of attending to even the smallest details.

Requirements/Skills:

Students applying for this internship must have strong communication skills and should be majoring in Public Relations, Communications, Marketing, Journalism or other related programs. 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. Applicants should also have strong writing skills, as well as a solid understanding of social media. Only candidates proficient in Microsoft Excel and other Microsoft Office applications should apply. The public relations intern will be mentored by the Internship Program Managers. Full-time interns will work Monday through Friday from 10 a.m. to 4 p.m. Full-time and part-time students are encouraged to apply; we do our best to work with students and their class schedules. Juniors, seniors and recent graduates with prior relevant experience are preferred.

Responsibilities:

We offer interns the unique opportunity to work directly on a wide variety of client projects.

Interns may be required to:

- Draft basic public relations materials including news releases, media alerts, fact sheets, client meeting summaries, status reports and other materials as directed.
- Be responsible for the management of newspaper and periodical inventories for easy access.
- Attend and participate in client meetings, media training sessions, presentations, and traffic meetings and brainstorming sessions as directed.
- Carry out special and media event planning activities and arrangements as outlined by the public relations team.
- Assist 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. The intern will provide data output in the form of letters, fax lists, data lists and other reports as requested by account staff.
- Assist with the distribution of client information/materials or the firm's marketing materials. Also ensures completeness and accuracy of information and assists with the management of destination lists, and coordination of fax, mailing or broadcast fax activities. In addition, conducts appropriate follow up when necessary.
- Support the firm's efforts by drafting new client releases and performing research activities.

COMMUNICATIONS PUBLIC RELATIONS GRAPHIC DESIGN BRANDING	ATLANTA 361 17 TH ST NW, SUITE 1 ATLANTA, GA. 30363 404.815.9327	BIRMINGHAM 2100 SOUTHBRIDGE PKWY, SUITE 650 BIRMINGHAM, AL 35209 205.414.7523	EVERYWHERE GREENOLIVEMEDIA.COM INFO@GREENOLIVEMEDIA.COM @GREENOLIVEMEDIA
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