

## **PUBLIC RELATIONS**

Public Relations is a unique blend of journalism and advertising. As a member of a public relations team, you'll help find opportunities to insert our clients' messages into conversations in the media. You'll do that through a number of tactics, ranging from writing press releases to conducting street team events. The key skills needed for this internship are creativity, curiosity, enthusiasm, and killer writing ability.

### **PUBLIC RELATIONS ACCOUNT EXECUTIVE**

The Public Relations Account Executive has client contact, develops public relations strategies and manages day-to-day activities in order to complete communication initiatives. Duties include writing press releases and other promotional materials; pitching stories to the media, fielding media calls and monitoring press coverage; and planning special events, such as analyst tours, press conferences and media briefings. Requires excellent written and verbal communication skills. Journalism background is always ideal for this position.

### **INVESTOR RELATIONS MANAGER**

Manages the planning and execution of an organization's communication strategies and programs in print and electronic media. Can be responsible for corporate, marketing, and employee communications; and investor, media, and public relations. Responsibilities also can include speechwriting and issues and crisis management.