



Summary

WordWrite Communications LLC is seeking driven, motivated and hardworking students looking to make an impact in PR and social media for the spring 2018 semester. As an intern at WordWrite, students will have the opportunity to expand the digital presence of the agency, the freedom to implement their own ideas, and earn Inbound Marketing certification through HubSpot. Additionally, students will have the opportunity to become involved with the Pittsburgh HubSpot User Group by working collaboratively with our digital and inbound marketing specialist.

Successful WordWrite interns are great writers and have working knowledge of social media platforms, and are looking to learn and expand on their techniques for each platform. Interns are responsible for daily social media posts and interacting with followers. Along with social media duties, students are also responsible for blogs, research and press releases on an as-needed basis. PR and communications is a fast-paced industry, and successful interns are able to adapt to client and agency needs accordingly.

WordWrite interns are capable of coming up with their own ideas and presenting them during weekly meetings. Our interns are involved in many different projects and gain a deeper understanding of the public relations field through writing, inbound marketing, understanding buyer personas and learning the culture of WordWrite Communications.

Details

This is a part-time, paid internship for juniors and seniors in college. Students interested in applying should be majoring in communications, journalism, public relations, marketing, writing or a related course of study. Academic credit may also be received for our internship.

Role description

1. WordWrite Social Media
 - a. Develop weekly social media calendar for the firm for each social media platform
 - b. Understand the specific nuances of each platform, its audience and how to increase leads
 - c. Work collaboratively with our account coordinators and digital and inbound marketing specialist to create social strategy

2. Inbound Marketing Certification
 - a. Interns are required to become inbound marketing certified in order to post, check and become active on WordWrite social media and other tools
 - b. Inbound marketing allows you to become involved in the Pittsburgh HubSpot User Groups (HUG)
 - c. Event planning of Pittsburgh HUG meet-ups
3. WordWrite Public Relations
 - a. Provide support to account staff on various client projects on an as-needed basis
 - b. Prioritize tasks and responsibilities dependent on client need
 - c. These can include research, crafting media lists or providing on-site event support

Must have:

- Knowledge of PR fundamentals and the ability to put PR skills to use
- Excellent writing skills and knowledge of AP Style
- Knowledge of Microsoft applications
- Social media experience preferred
- Ability to work independently with a curiosity to learn
- Strong interest in inbound marketing and the HubSpot platform
- Attention to detail
- Experience with Adobe Creative Suite a plus

The WordWrite Intern will be responsible for the following depending on the day and objectives for that week:

- Attending team meetings and sharing new ideas
- Inbound Marketing certification
- Managing social media channels using Hubspot tools
- Crafting social media weekly calendar
- Conducting research to support agency on client projects
- Providing PR support as needed