



JOB DESCRIPTION

Job Title: Public Relations Internship

Location: Fairfield, Connecticut / Remote

Job Summary: The Public Relations Intern will be tasked with building, pitching, and producing earned media opportunities on behalf of the agency and its clients. This will include but not be limited to television, editorial, print, podcasts, social media, and philanthropic areas of focus. This individual will also work closely with the business development team on proper messaging against company and client pitches on a daily basis. This individual will be tasked to hero the narrative of each of our clients as well as the agencies story as we work against a variety of different partnerships and projects throughout the course of the year.

Key Responsibilities:

- Building and maintaining media lists + contacts on behalf of the agency
- Drafting and editing copy for press releases, newsletters, and media kits for clients
- Securing print and online coverage for clients through strategic targeted media outreach
- Organizing and managing media tours on behalf of clients while also building comprehensive recap reports to present internally and to the client management team
- Managing all incoming prospective client and media opportunities and setting up meetings with the proper departments
- Tracking all press coverage for monthly internal recap reports
- Working with social media team on assisting with social media strategy and scheduling for posts
- Managing all PR and updating what goes up on the company's website
- Maintaining events, award submissions, and speaking engagement opportunities on behalf of the agency
- Build relationships and work closely with speaker bureaus for potential speaking engagements with client roster
- Research industry trends and generate new relationships on behalf of the agency as needed

Core Competencies

- Flexible, Detail Oriented, Team Working, Initiative, Problem Solving, Organized, Self-motivated, Proactive, Strategy Led, Creative, Data Driven

General

- Adopt the Athelo Group culture of professionalism, integrity, effectiveness and dynamic attitude that contributes to an internal environment of teamwork and promotes a positive brand image to our client and team.
- Be willing to go above and beyond to learn and grow both personally and professionally.
- Program skills: advanced knowledge of G Suite, Microsoft Office, Square Space, Mail Chimp, Facebook and Instagram preferred.
- Ability to communicate effectively with others, both verbally and in writing.

- Proven ability to manage time, meet deadlines and prioritize.
- Maintain standards and professionalism during periods of fluctuating workloads.
- Passion for sports, brand, and athlete marketing that is contagious
- Willingness to assume an advanced role and be a direct representative of a fast-growing agency at a client facing level.
- Maintain team standards through supporting other team members in achieving their service/quality levels and targets, as required.
- Build effective working relationships with other team members and externally.
- Help build and maintain new relationships on behalf of the agency.
- Manage daily tasks to ensure business needs are consistently met

Education and Qualifications

- One to two years of related experience and/or training preferred.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear.

This is largely a sedentary role; and this position requires the ability to occasionally lift office products and supplies, up to 20 pounds.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.