

Public Relations Internship

Webster Consulting Group (WCG) is offering to provide a college student with first-hand experience working for a fast-paced, high-impact consulting company. WCG works with non-profit organizations and small businesses to translate their strategic visions into daily operational road maps, showing the interconnectedness between internal and external stakeholders, and systems and processes. We provide day-to-day solutions to jump start and sustain growth.

As the Public Relations intern, you will serve as an extension of our core team, working directly with our President and reporting to our Communications and Operations Manager. Day-to-day responsibilities may vary, but projects will include article writing, research, social media management, and working with media contacts. The internship will require 10-15 hours a week. We are located in Powell, but after initial meetings the position will transition into a remote position. Days and hours are flexible with undergraduate schedules. This is a paid internship.

Responsibilities include:

- Working with the Communications and Operations Manager to manage all WCG social media platforms.
- Write witty, compelling copy for Facebook, Instagram, Twitter, and LinkedIn.
- Cultivate and grow the WCG online community.
- Plan and implement a social media calendar for all WCG accounts.
- Conduct stakeholder and potential article research.
- Create and manage media contact lists for WCG and clients.
- Work with with online editors and influencers to pitch potential articles.
- Write short articles and blog pieces for company newsletter.

Qualifications:

To apply, you must be a full-time undergraduate student. While preference is given to public relations, communications, marketing, advertising and journalism majors, all applicants will be considered.

Ideal applicants possess:

- Strong research organizational skills.
- A proven understanding of marketing and communications, social media and online and traditional media.
- Excellent verbal and written communication skills.
- Solid critical thinking skills.
- Ability to take initiative and assume responsibility.
- Ability to work independently and in team settings.

- Excellent attention to detail, including proofreading.
- Above all else, a positive attitude is a must!
- Experience with GSuite, HootSuite, and GoDaddy are preferred, but not required.
- Prior internship experience in communications, public relations, journalism, marketing, advertising, and/or business is a plus.

To apply, please submit your cover letter and resume for this internship position online at websterconsultinggroup.net.

Webster Consulting Group is an equal opportunity employer. Applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, gender identity, disability or protected veteran status.