

Public Relations Publicity Intern

Overview:

Integrating Consistent Opportunity using Nostalgia, Innovation & Cultivation™, also known as ICONIC, is the very first innovation-based branding consultancy in the Hampton Roads area. ICONIC focuses on curating tailor-made branding campaigns for corporations, non-profits, personal brands, and professional organizations. This fast-paced, hands-on internship is perfect for the futuristic, innovation-focused student that loves to learn, lead, and grow in the field of mass communications.

Established in 2011, the ICONIC formula is public relations infused with project management. This process alone allows both clients and businesses to remain agile and distinctive in building top-tiered branding campaigns for all brands. Pushing the envelope through experimentation, innovation, and tried and true methodology is how ICONIC erases limitations and pushes boundaries.

We are seeking a publicity intern who is passionate about learning the industry and have what it takes to give this role the tenacity and wit it needs.

Who You Are?

- A rising junior or senior undergraduate student, graduate student, or recent graduate interested in exploring a career in public relations.
- Self-starter with strong interpersonal, verbal, and written communication skills
- Enthusiastic and excited about discussing recent trends, tips, and ideas.
- Possess a great attitude and a desire to learn as well as excellent organizational skills.
- Ability to work collaboratively with a team and contribute insights.
- Resourceful with the ability to balance multiple responsibilities and work independently.
- Must be results-driven and take appropriate steps to achieve goals while taking ownership of situations as needed.
- Ability and comfort with delivering under tight timing constraints.
- Open to hybrid-collaboration – remote and/or in-person
- Ability to innovate and make an impact with your ideas in real-time.
- Proficient in MS Word, Excel, PowerPoint

What You Will Learn

- Answer and direct email correspondence.
- Update the publicity databases.
- Organize and schedule meetings, appointments, and bookings as needed.
- Write early drafts of press releases, galley letters, and pitch emails for publicity clients.
- Brainstorm and develop media opportunities and campaign strategies.
- Create press and marketing materials.
- Work on publicity schedules and tours

- Interacting with clients and members of media
- Serve as the secondary contact for clients across national broadcast, print, and digital media.
- Strategize and implement publicity tools and tactics for clients.
- Covering all publicity events and editorials from television to magazine and podcast
- Organize and maintain all publicity assets for ICONIC and clients
- Create media and marketing lists.
- Participate in an array of PR campaigns (music, film, tv, food, branding, philanthropy, events, etc.)
- General administrative duties

How to Apply

To be considered, all candidates must submit both resume and cover letter to pamela@thebrandingicon.com

Anything Else?

This is a hybrid role which means work will be in-office as well as virtual as conditions permit. To enhance your work experience as a value-based company rich in culture, collaboration, and encouragement I am offering educational sessions, networking opportunities, and career development advice.

This internship is unpaid. However, recent graduate students who have matriculated their graduate degree can apply. Working professionals may apply for experience as well.

Due to current health restrictions, all interviews will take place over Google Hangouts. If I reach out to you for an interview, please prepare yourself for video conferencing.

ICONIC, following federal and state law, is an equal opportunity employer. ICONIC does not discriminate based on race, color, national origin, religion, sexual orientation, gender identity, pregnancy/childbirth, medical condition, disability, age, ancestry, marital status, citizenship, or veteran status. This nondiscrimination policy covers all candidates, staff members, interns, and volunteers.