

Public Relations/Marketing Internship

Job Description: TRINDGROUP, an Auburn-based public relations, marketing & design agency, is seeking ambitious and passionate candidates interested in gaining real-world agency experience for a public relations/marketing internship beginning Fall 2020. Ideal majors include public relations, journalism, communication and marketing, but all majors are welcome to apply.

TRINDGROUP is an industry-specific PR/marketing/design agency providing branding and identity, campaign marketing, social media, web and interactive design, analytics intelligence, traditional advertising and marketing solutions for our clients. The public relations/marketing intern will work closely with the team to assist with client projects in many of the areas listed above.

TRINDGROUP's approach is to utilize our team's vast knowledge of communication and visual strategy to unite B2B industrial and manufacturing markets with target audiences and audience sub-segments through public relations, marketing and creative design.

What You'll Do:

- Conduct general industry research
- Targeted research for clients including audits and competitive analyses
- Write and edit copy for emails, ads, web and collateral pieces
- Assist with social media management (Facebook, Twitter, Instagram, Pinterest, LinkedIn, Snapchat, Youtube, etc.) for clients
- Interpret monthly website performance data using Google Analytics
- Write and distribute press releases to media contacts
- Contribute ideas for new marketing campaigns for clients
- Work on brand identity strategies

What You'll Learn:

- The inner workings of an agency
- How to work in an account service role
- How to conduct yourself in a professional manner during client meetings
- Strategies for optimizing social media for business
- The fast pace in which a campaign comes to life

What You'll Need:

- Motivation, ambition, and a self-starter attitude
- Confidence in writing skills
- Experience with AP style
- Creative critical thinking skills
- Knowledge of basic social media platforms (Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube)
- Proficiency in Microsoft Office and Google Drive Suite
- Strong communication and interpersonal skills
- Strong organizational skills

Serious candidates only may apply to kelli.hartsock@trindgroup.com

