

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 Spring 2022. 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:

- Assist with social media management (Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, etc.) for clients by creating, publishing and analyzing content and content calendars
- Conduct general industry research
- Targeted research for clients including audits and competitive analyses
- Write and edit copy for emails, pitches, web and collateral pieces
- Interpret monthly website performance data using Google Analytics
- Write and distribute press releases to media contacts
- Learn useful public relations platforms such as Meltwater and Mailchimp
- Contribute ideas for new marketing campaigns for clients

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 and YouTube)
- Proficiency in Microsoft Office, Google Drive Suite and Canva
- Strong communication and interpersonal skills
- Strong organizational skills

To apply, visit internship.trindgroup.com or submit cover letter, resume and writing samples to kelli.hartsock@trindgroup.com.

