

## 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 in Summer 2023. 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.

### What You'll Do:

- Conduct general industry research
- Targeted research for clients including audits and competitive analyses
- Write and edit copy for blogs, emails, ads, web and collateral pieces
- Assist with social media management (Facebook, Twitter, Instagram, Pinterest, LinkedIn, Youtube, etc.) for clients
- Update Google My Business 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 submit cover letter, resume and writing samples to [kelli.hartsock@trindgroup.com](mailto:kelli.hartsock@trindgroup.com).

