

PUBLICIST INTERNSHIP

The internship position supports The Invisible Press mission of providing ethical, high quality, insightful, and innovative ideas serving the public good. Interns assist members of The Press in reaching customers through innovative ideas, products, and technology that align with the interns pursuit of personal and professional goals. The Press offers quality and meaningful engagement for interns interested in exploring career opportunities in publishing.

Job Description

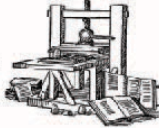
The Social Media Intern is a highly motivated, creative individual with experience and a passion for connecting with current and future customers. This position has the responsibility of building and engaging our community with the ultimate goal of turning fans into customers. An essential component is communicating the company's brand in a positive, authentic way that will attract today's readers looking for wisdom in solving everyday problems. This position is responsible for creating a deliberate and intentional social media strategy that delivers results through organic and paid advertising. The strategy will build and grow brand awareness and create a positive online reputation. The social media funnel will cultivate leads that will convert to sales.

Responsibilities of the Publicist

- Assist in networking with domestic and international bookstores, book distributors and media outlets by telephone, e-mail, and other appropriate means of communication to inform about new releases and secure author interviews, readings, and book signings.
- Maintain appropriate documentation of outreach.
- Research advertising opportunities and assist with an advertising plan.
- Assist with preparing relevant, insightful, and engaging materials for public relations and advertising.
- Assist with preparations and conducting of literary salons.
- Assist with maintaining accessibility for and provide timely responsiveness to website visitors and salon attendees.

Knowledge and skills we seek:

- Ability to create relevant, original, high-quality content (for all channels and ads)
- Strategies to build and nurture a community on an accelerated timeline
- Ability to assist with creating a regular publishing schedule and promote content through social advertising.
- Leverage the right tools to manage your content.
- Implement a content editorial calendar to manage content and plan specific and timely marketing campaigns based on an event launch date.
- Integrate all channels of marketing (social media, SEO, content marketing, email, print and digital marketing)



Required Skills

- Strong organizational and time management skills, with proficiency in meeting deadlines and urgency in responding to questions/requests.
- Strong interpersonal and oral presentation/written communication skills.
- Proficiency in working effectively, cooperatively, and flexibly in a team environment.
- Proficiency with standard office and mobile applications (i.e., word processing, presentations, e-mail, calendaring, teleconferencing, text messaging, personal computers, and smart phones/tablets).

Required Experience

- Prior Community Service or Volunteer Work
- Completion of at least one Interpersonal, Group, or Public Speaking communication courses.
- Preferred Requirements:
 - Completion of Persuasion, Mass Media, or Public Relations courses.

Application Information

Apply through the Handshake portal through your university:

<https://app.joinhandshake.com/login>

For further information contact:

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