



NetWorks Sports Consulting, LLC Job Description PUBLIC RELATIONS INTERNSHIP

SUMMARY

The NetWorks Sports Consulting Public Relations Intern will assist the organization with all communications and PR efforts. This candidate will focus on media projects & efforts occurring during the applicable internship session. The position reports to the President.

Primary Responsibilities – Public Relations:

- Write feature stories, blogs, press releases, and event pages
- Assist with the production of press kits and marketing collateral
- Research industry trends
- Update media lists, assemble client clip books
- Conduct interviews with industry leaders and write feature stories for company newsletter
- Assist with planning public relations initiatives for client programming
- Maintain firm's website content throughout the season by writing blogs, updating events calendar and other marketing/PR initiatives
- Assist with creation of collateral including flyers, signage, posters etc.

Essential requirements:

- Undergraduate or Graduate student in good academic standing
- Possesses excellent written and oral communication skills
- Strong writing skills
- Ability to work with video editing software
- Previous Public Relations or Marketing experience a plus, but not required
- Team player; excellent communication skills; creative
- Ability to multi-task; detail-oriented; fast learner
- Familiarity with Microsoft Word/Excel/PowerPoint/Constant Contact
- General knowledge of sports (professional & collegiate) preferred