



21700 Northwestern Hwy.  
Suite 915  
Southfield, MI 48075  
[www.ntouchgroup.com](http://www.ntouchgroup.com)

## **Public Relations Intern**

The PR Intern is a member of Communications Services department. This person will report to an experience Public Relations Executive. The person also works collaboratively with Operations and Account Management team members.

### **Essential Function:**

- ◆ Reviews client files and update as necessary
- ◆ Organizes photo and clipping files
- ◆ Drafts articles for newsletters
- ◆ Drafts press releases
- ◆ Provides support in creating and maintaining media databases
- ◆ Assists in the execution of client's special events
- ◆ Assists in research projects
- ◆ Learns how to develop public relation plans
- ◆ Learns how to develop execution plans
- ◆ Monitors news sources (websites, on-line newsletters, trade, ethnic and general market publications) for client articles
- ◆ Provides expertise in supporting integration of social media, blogs, and web content
- ◆ Completes other tasks as assigned by immediate supervisors
- ◆ **Qualifications:**
- ◆ Junior or Senior college level student
- ◆ Courses in Public Relations, Journalism, Communications, Advertising or Marketing and documentation of courses in those areas.
- ◆ Previous public relations internship experience preferred
- ◆ Digital media, social media/marketing expertise is a plus
- ◆ Experience in providing web content a plus
- ◆ Possess excellent writing skills with keen knowledge of grammar and punctuation
- ◆ Good interpersonal and public speaking skills
- ◆ Strong computer skills and a working knowledge of Microsoft Word. (It is also helpful to know Powerpoint, Excel, Web 2.0)
- ◆ Demonstrated initiative and follow through skills
- ◆ Ability to perform under pressure
- ◆ Possess a keen eye for details
- ◆ Ability to multi-task

Please forward resumes to me as soon as possible.

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