



## PR.0/Marketing Internship

Merlot Marketing is a growing and dynamic agency offering opportunities to work on local *and* national client campaigns. As an award-winning, full-service agency, we specialize in brand strategy, public relations, social media, strategic design, video production, advertising, media planning and buying, and events and promotions.

Merlot Marketing is currently seeking a talented and driven individual with a **passion for public relations and social media** for a part-time internship. This internship offers a chance to work side by side with experienced marketing professionals in a creative setting for clients nationwide, enabling the candidate to gain valuable experience.

Candidates must have excellent communication skills—both written and verbal. Applicant must be a self-starter with the ability to learn quickly. Our ideal candidate will be resourceful, detail-oriented, fluent in social media, and computer literate with knowledge of MS Word, Excel, PowerPoint and Outlook.

### Through the PR.0/Marketing Internship, you will learn to:

- Facilitate day-to-day marketing activities
- Scan, file, organize, etc.
- Manage database input and development
- Utilize 3<sup>rd</sup> party PR software to develop, track and maintain media lists
- Draft pitch letters and phone scripts
- Monitor editorial calendars
- Media request fulfillment and follow-up calls
- Press release and copywriting proofing
- Prepare press release distribution and press kits
- Monitor, track and file editorial coverage and client ads
- Prepare monthly PR and clipping reports
- Research opportunities for industry contests and award submissions
- Develop creative ideas, and both build upon and support leading strategies
- Tradeshow planning and support
- Represent Merlot Marketing and clients in a professional manner at all times
- Support executives and staff





- Monitor social media accounts and report on social media programs
- Locate and catalog online content for client social media accounts
- Draft recommended copy for social media posts
- Participate in weekly industry tweet chats

### Qualifications

- Candidate must be taking college courses toward a degree (BA/BS) in marketing, communication studies or a related field
- Proficient in, and an avid user of, social media
- Must have excellent communication skills—both written and verbal
- Proven ability to accept responsibility and follow through on all assignments
- Proficient with computer programs needed to execute job functions effectively
- Ability to meet strict deadlines

This is a PART TIME internship with the opportunity to learn and enhance your professional growth. This internship must be part of an academic program for college credits. Qualified candidates please email a cover letter and resume to Mr. Luis D. Sosa at

[luis@merlotmarketing.com](mailto:luis@merlotmarketing.com)

