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Public Relations Internship

Responsibilities:

- Develops ideas, both individually and with the PR team, that can be successfully pitched to news organizations and influencers that will earn media coverage and place the organization in a positive light to potential and current customers
- Conducts research and works with experts within the organization to develop content for news releases, media talking points, social media posts, newspaper columns, etc.
- Assists with the planning and development of media campaigns to support market initiatives. This includes supporting the COUNTRY Financial Security Index survey, marketing events and community relations / corporate social responsibility activities
- Tracks traditional and social media mentions daily and reports on key performance indicator

Requirements:

- Pursuing a degree in Public Relations or a related field
- Must be able to work full-time hours from late May to early August 2019. The internship may be extended part-time into the fall semester; depending on the availability of the student, the needs of the company, and strong work performance.
- Graduation date of August 2019 or beyond
- Strong written and oral communication skills (including extensive knowledge of AP style)
- Prior work or internship experience in a public relations, marketing, or communications role (preferred)
- Strong research skills via internet and social media outlets
- Ability to effectively communicate with media and business partners via telephone

Apply for the Corporate Internship Program at

www.internshipsatcountry.com



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