

## Public Relations/Marketing Internship

Job Description: **TRINDGROUP**, an Auburn-based public relations, marketing & design agency, is seeking ambitious and passionate candidates interested in gaining real-world agency experience for a public relations/marketing internship beginning in Spring 2024. Ideal majors include public relations, journalism, communication and marketing, but all majors are welcome to apply.

**TRINDGROUP** is an industry-specific PR/marketing/design agency providing branding and identity, campaign marketing, social media, web and interactive design, analytics intelligence, traditional advertising and marketing solutions for our clients. The public relations/marketing intern will work closely with the team to assist with client projects in many of the areas listed above.

**TRINDGROUP's** approach is to utilize our team's vast knowledge of communication and visual strategy to unite B2B industrial and manufacturing markets with target audiences and audience sub-segments through public relations, marketing and creative design.

### What You'll Do:

- Assist with social media management (Facebook, Twitter, Instagram, Pinterest, LinkedIn, Youtube, etc.) for clients by creating, publishing and analyzing content and content calendars
- Conduct general industry research
- Targeted research for clients including audits and competitive analyses
- Write and edit copy for blogs, emails, ads, web and collateral pieces
- Update Google My Business for clients
- Interpret monthly website performance data using Google Analytics
- Write and distribute press releases to media contacts
- Learn useful public relations platforms such as Meltwater and Mailchimp
- Contribute ideas and brainstorm new marketing campaigns and brand identity strategies

### What You'll Learn:

- The inner workings of an agency
- How to work in an account service role
- How to conduct yourself in a professional manner during client meetings
- Strategies for optimizing social media for business
- The fast pace in which a campaign comes to life

## **What You'll Need:**

- Motivation, ambition, and a self-starter attitude
- Confidence in writing skills
- Experience with AP style
- Creative critical thinking skills
- Knowledge of basic social media platforms (Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube)
- Proficiency in Microsoft Office and Google Drive Suite
- Strong communication and interpersonal skills
- Strong organizational skills

Serious candidates only may submit cover letter and writing samples to [kelli.hartsock@trindgroup.com](mailto:kelli.hartsock@trindgroup.com).

You can also apply via our website <https://trindgroup.com/careers/internships/>.

