SPM Communications’ Internship

About SPM Communications
SPM Communications is a Dallas-based PR firm founded in 1999 which specializes in food, retail and franchise media relations. Our culture is one of team, trust and creativity. To put it simply, we choose only to partner with clients we respect and brands we trust to ensure that we enjoy what we do and are proud of our work.

Some of our clients include: Chipotle Mexican Grill, Michaels Arts and Crafts, CiCi’s Pizza, Van’s Natural Foods, Joe’s Crab Shack, Plackers, Stubb’s barbecue sauce and the Texas Neurofibromatosis Foundation. Several of our clients have been with us since our earliest days.

Internship Description
This 20 hour per week internship is available immediately and will go through December 31, 2012. We are looking for someone motivated to learn exceptional media relations, account service and strategy skills and is equally eager to contribute to our clients’ successes. SPM interns are ‘cross-trained’ on a variety of accounts and industries, participate in creative brainstorming sessions and learn key skills to launch a career in public relations.

Internships at SPM are paid and we can also accommodate course credit requirements. Those who succeed at the position will be considered for employment.

Responsibilities
Interns will gain experience in all facets of public relations, including: media relations, account service, media list development, crisis communications, strategy development, written press materials, written and verbal pitches and PR plan development.

Requirements
Successful candidates are self-motivated thinkers who can work with a creative team in a fast-paced, multi-tasking environment. Strong oral communication, proven writing skills, professional and positive interpersonal skills and a knack for minding details and deadlines are a must. Applicants should also be responsive to direction and able to share ideas within a group to help move our clients’ businesses forward. Junior or senior students are encouraged to apply and candidates must write in AP Style and have experience with basic Microsoft Office programs.

To respond
Submit a cover letter, resume and two writing samples to Kim at kim@spmcommunications.com.