**Public Relations Intern - Fall 2021**

**Location:** Plano, TX

**About LVPR:** LVPR is a boutique agency offering brands support in Public Relations, Creative Marketing, and Influencer Campaign Management. We specialize in DTC consumer brands that have strong founder stories, passionate brands with cult-like followings, good products we would personally want to use, a charitable giveback or b-corp and an element of sustainability.

**PR Intern Role:** LVPR is looking for enthusiastic self-starters that learn quickly and take initiative. This is an opportunity to learn, grow and develop professional skills first-hand. Our goal is to give interns a comprehensive experience, so they walk away with a deeper understanding of how account teams work, as well as the tactical know-how to meaningfully contribute in areas like media relations, influencer marketing, and public relations. This is an unpaid internship open to college students pursuing a bachelor’s degree and able to receive school credit.

**Time Commitment:** At least 3 days a week, (2 days in-office, 1 day remote)

**Duties + Responsibilities:**

* **Research**: Analyze industry trends and carry out brand audits using various resources such as MuckRack and Cision
* **Engage**: Share big ideas in brainstorms and with teams
* **Monitor**: Track brands in traditional media by using search engines, alerts, and social media to ensure all client placements and mentions are monitored
* **Manage**: Update and maintain master media lists
* **Dynamic**: Ability to work in an agency environment
* **Execute**: Meet deadlines, multi-task, work fast, and work well
* **Organize:** Keeping accounts organized by arranging the LVPR Google drive

**Skills + Qualifications:**

* Enrolled in a 4-year University pursuing a degree in Public Relations, Marketing, Communications or related field
* Excellent written and verbal communication skills
* Proficiency with Google Suite (Google Docs, Sheets, Presentation)
* Ability to learn, prioritize and multi-task in a fast-paced, open office environment
* Hardworking, goal-oriented, well organized and a team player
* Knowledge and passion for the Public Relations industry and an ability to recognize trends across multiple mediums
* Interest in wellness, retail & beauty, social good, consumer products, food & beverage brands, social strategy, and events

**How To Apply:** Please send your resume and an optional cover letter to Mia Batansky at mia@lvpr.com.