



# BPS Marketing

## Public Relations Internship

### Fall

### Build a Portfolio in a Semester

- OK, so technically that isn't what the BPS in BPS Marketing stands for, but it's our promise to you. If you accept our internship, we will see to it that you will be challenged mentally, rewarded experientially, and leave with a portfolio to be proud of!

### Work Directly with Clients \* Walk Away with Real Agency Experience

#### You will help with planning, publicizing and promoting for the following clients and events...

- Suburban Indy Home & Outdoor Living Show
- Suburban Indy Holiday Show
- IndyVet Animal Hospital
- Maryland Home & Garden Show
- Columbus Scottish Festival
- Eagle Creek Park Foundation

#### Here's a rundown of how your internship will go...

- You will have an opportunity to earn a \$250 per month stipend, based on performance.
- You will help us write, edit and service news releases to/for publications & social media.
- You will learn how to establish media relationships and arrange for client interviews, establish promotional partnerships, pitch to media and negotiate for media exchanges.
- You will learn how to plan, promote and execute client events.
- You will gain knowledge of the every day workings of a full-service creative agency – you may even be able to help with design, production and/or sponsorship sales.

The internship period would be roughly mid August – mid December, with a rare evening or weekend. Intern should be available at least 3 days a week (20+hrs).

#### Qualities and skills we're looking for...

- Knowledge of AP writing style
- Strong written and communication skills
- Ambitious, positive attitude
- Detail-oriented, organized and ability to multi-task
- Concise persuasive writing, editing, proofreading skills
- Extra-curricular PR experiences
- A solid written portfolio

#### Finally, we'd like to leave you with a note from a former intern...

"After completing my internship with BPS Marketing, I feel ready to take on anything that is handed to me in my future career. Beginning my first day, I got real-world experience from a very talented staff and was treated as an essential part of the team. Being able to work directly with a variety of clients was a great learning experience for me. My experience taught me so much more about public relations than I ever expected to get out of an internship, and I'm so glad I was given this opportunity." –Caitlin Monaghan, former intern

#### Sounds GREAT! How do I sign up?

- Send resumes and cover letters via email or mail to Kylie Money.
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