

Public Relations Intern

June 2022

The Public Relations Intern will be responsible for supporting initiatives that are developing and advancing Greater Sacramento's brand and story, helping the region earn the reputation as the best and easiest place to do business in California. Expect to be innovative, creative and challenged in every aspect of your work. This is an excellent opportunity for a highly creative professional with proven success in driving and growing a new brand regionally, nationally and internationally.

DUTIES AND RESPONSIBILITIES

- Assist the Chief Public Affairs Officer with day-to-day objectives and goals
- Create and write press releases on various economic development topics, including businesses coming and or expanding in the Greater Sacramento region
- Help write media pitches for TV, radio and newspaper journalists
- Research journalists in specific industries for future media articles
- Develop and work on creating and maintaining a current media list
- Assist and create content for articles, blogs and speaking engagements
- Contribute and copyedit content for digital and print media
- Schedule interviews for various departments

REQUIREMENTS, QUALIFICATIONS AND DESIRED TRAITS

- Experience in writing copy for public relations and marketing material
- Exceptional oral and written communication skills
- Fluency with all social media platforms including Facebook, Instagram, Twitter and LinkedIn
- Comfort working in a fast-paced environment and doing hands-on work in a growing organization
- Team-oriented – you enjoy collaborating with and learning from your colleagues
- Self-motivated
- The desire to quickly develop a deep understanding of the Greater Sacramento region's offerings and target audiences.

JOB TYPE:

- Paid internship

APPLICATION INFORMATION

Qualified candidates should respond by sending a cover letter and resume to hr@greatersacramento.com.

Greater Sacramento Area Economic Council provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.