



Internship Opportunity

Marketing Works, Inc. (www.marketing-works.net), a Worthington-based B2B strategic communications firm, is currently seeking college students and recent college graduates interested in gaining professional experience through an internship.

The qualified candidate is a senior college student or ideally a recent college graduate who meets the following criteria:

- A journalism, communication, marketing, public relations or related major
- Availability on a set weekly schedule, ideally at least 40 hrs/wk
- Professional appearance and attitude
- Excellent verbal and written communication skills
- Ability to handle multiple tasks and deadlines

This is an excellent learning opportunity to receive hands-on experience in a fast-paced agency environment. You will develop an understanding of and improve on your skills in public relations and business-to-business marketing communications. Interns play an active role on client account teams, day-to-day agency operations including marketing of the agency, and assist with a variety of projects.

Intern will participate in both internal status meetings and client meetings (when appropriate) as an integral part of the team. Responsibilities include:

Media Relations: Writing, mailing and following up on news releases, compiling media lists, calling publications to obtain editorial and contact information

Research: Researching information to collect information about an industry including competitors and trade organizations, awards and speakers' lists

Social Media: Supporting social media initiatives of clients by posting blogs, tweeting and leveraging other networks when appropriate

Writing and Editing: Writing copy for press releases and other assignments; reviewing copy prepared by others for spelling, grammar and AP style.

Marketing Coordination: Assisting with trafficking of marketing projects such as direct mail, Web site and collateral projects.

Administrative: Answering the phones when needed, maintaining client binders, clipping client-related news stories from local and trade publications and other administrative duties as assigned

****Compensation:** A stipend will be awarded at the end of the internship based on performance and following a formal review.