



Internship Opportunity

The Regional PR Co

Ascham Old Girl Georgie Robertson is offering a Public Relations Internship at The Regional PR Co. The Regional PR Co. is a communications agency based in Wagga. They work with regional clients and at times national (and metro-based) organisations that are committed to elevating regional opportunities. Ultimately our aim is to connect regional stories with national media.

Details

Location: 1/32 Morrow St, Wagga Wagga, NSW

Type of Internship: Combination of term time and summer vacation

Commitment: Flexible, happy to be guided by what mutually suits both parties

Website: <https://www.regionalpr.com.au/>

Responsibilities:

To give the intern a good understanding of the mechanics of PR, they will undertake research, build media databases and write press releases.

Responsibilities include:

- Creating targeted and relevant media lists
- Updating media database
- Writing media pitches
- Drafting press releases
- Researching journalists background
- Researching clients
- Reporting
- Learning how to use PR platforms that are relevant to the industry

Skills and Attributes

No specific experience necessary but preferably the intern will have a journalism/communications degree. The intern should:

- Be organised
- Have an understanding of what is going on in the media landscape - be up to date on news /trends etc
- Have good interpersonal skills such as a great phone manner
- Be outgoing
- A good conversationalist
- Optimistic and resilient (there are a lot of knock backs in PR!)
- Able to handle stressful situations

Application process

Please prepare a resume as well as a covering letter stipulating your interest in the above internship and your suitability for this role.

Submit your application in a Word or PDF format to Skye Barry, Ascham Community Relations Manager, via email at community@ascham.nsw.edu.au

The resume should include:

- Any relevant work experience
- A minimum of two references (employment references are preferred but not essential)
- Contact details
- Availability for the role in 2021/2022

Shortlisted candidates will be contacted by the host company.

Remuneration, timing and 2021 commencement date for the internship will be negotiated directly between the successful candidate and host company. Please note the internship is first and foremost a learning experience. The benefits of the opportunity afforded to the intern will be considered in the remuneration.

Applications close 5pm, Friday 13 August 2021