



Internship Opportunity

The Cru

Ascham Old Girl Jeanine Bribosia is offering a PR and Marketing Internship at The Cru. The Cru, founded in 2010, is one of Australia's most respected specialist public relations agencies. The agency specialises in hospitality, food and drink, and travel. It provides some of the country, and the world's, most influential chefs, restaurants, hotel, wine and spirit brands, and destinations with brand strategies and media relations, as well as content and social media advice and implementation.

Details

Location: 2/4 Manning Road, Double Bay

Type of Internship: Combination of term time and summer vacation

Commitment: Flexible timing, 2 – 4 days per week, 9am – 5pm

Website: <https://thecru.agency/>

Responsibilities

Public relations and marketing require large amounts of reporting and research, and constant updating of the media and influencer landscape. The internship will consist a range of tasks such as assistance with media lists, research on clients or client competitors, assistance with social media management and reporting. These are the same roles that junior members of staff undertake, and all are inducted this way before they progress to direct client or media liaison. This also provides a great base for understanding what is involved in PR campaigns and their delivery.

Responsibilities include:

- Media list updates
- Influencer list updates
- Research for client pitches
- Research for current client campaigns
- Client reports
- Media clipping (from digital service)

- Formatting client documents
- Social media scheduling
- Sourcing imagery and resizing imagery

Skills and Attributes

No specific experience is necessary but solid digital skills, as well as the use of social media platforms and design software is preferable.

The intern should:

- Be interested in the media landscape
- Be interested in evolving and new styles of media and social media;
- Have an interest in lifestyle (food, drink, travel);
- Have a collaborative approach and ability to take direction from a couple of different managers;
- Be able to prioritise tasks
- Have good interpersonal skills - PR is about relating and talking to people and the team is small (10- 12 people) so the intern will need to work with all different levels and skills-sets

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