



Internship description:

PR Internship at The Cru

The Cru is looking for an intern to perform a range of tasks relating to research and reporting for Marketing and PR which require large amounts of reporting and research, and constant updating of the media and influencer landscape. 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. It also provides a great base for understanding what is involved in PR campaigns and their delivery.

This internship is offered with flexible timing over any period in the next 12 months.

Ideally the intern would be available to start in October

Minimum 2 days per week, maximum 3 days per week 9am-5pm,

Company name:

Location:

Company description:

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.

Internship details:

Start date:

Finish date:

Number of days per week:

Duties and responsibilities:

- 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



Desirable attributes:

- Interested in the media landscape as well as evolving and new styles of media and social media;
- An interest in lifestyle (food, drink, travel);
- Collaborative approach and ability to take direction from a couple of different managers;
- Ability to prioritise tasks
- No specific experience necessary but solid digital skills, as well as the use of social media platforms and design software is preferable
- Good interpersonal skills - PR is about relating and talking to people and our team is small (10- 12 people) so they 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
- Current and past tertiary courses of study
- A minimum of two references (employment references are preferred but not essential)
- Contact details
- Availability for the role in 2022/2023.

Shortlisted candidates will be contacted by the host company.

Remuneration, timing and 2022 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 12 August 2022