



Kids In The Spotlight (KITS)
Public Relations Intern
Spring 2022

Job Description

Public Relations Intern responsibilities include:

- Fully supporting KITS' PR strategy for the KITS Script-to-Screen program, KITS' short films, and the KITS Production Studio for a Cause capital campaign PR plan
- Creating and curating engaging content
- Communicating and building relationships with current or prospect clients

Job brief:

We are seeking a Public Relations Intern with a strong work ethic who cares about KITS' service focus: Transformative arts education for foster youth. The intern is full of creative ideas and eager to contribute on a large scale. Working in this position, the intern will gain insight into the inner workings and aspects of the public relations field. They will provide concrete deliverables and learn how to run a PR campaign—one that was designed by a top PR firm—from top to bottom. When the internship is completed, the intern will be ready to enter any fast-paced PR firm.

Responsibilities:

- Fully support KITS' PR strategy for KITS Script-to-Screen program and KITS' short films
- Execute the KITS Production Studio for a Cause capital campaign PR plan in different phases
- Create and curate engaging content
- Communicate and build relationships with current or prospective partners
- Contribute content for KITS' social media and blogs
- Create and distribute press releases
- Assist in the creation and implementation of social media content in relation to PR initiatives
- Assist in administrative duties related to PR
- Build and update KITS' media list and other contact databases
- Schedule, coordinate, and attend various events
- Perform research and market analysis activities

Requirements:

- Strong desire to learn along with professional drive
- Solid understanding of the different social networks
- Excellent verbal and written communication skills
- Efficiency at MS Office
- Passion for the PR industry and its best practices
- Current enrollment in a related BS or Masters university/college