The Wolcott Group

Paid Internship

The Wolcott Group, LLC, a full-service public relations agency based in Long Beach, Calif., is looking for a bright, energetic and detail-oriented person. Our top account is a Fortune 500 publicly traded well-known financial institution.  We also have clients in the solar industry, an international non-profit involved in reforestation projects, a major university, a technology client engaged in next-generation security systems, and a very large government agency working on solving homeless issues. We are a unique team of independent public relations professionals with decades of experience.  While the majority and priority of assignment will be for our clients, our Group members may assign tasks for their own individual clients that are separate of The Wolcott Group. Our work covers media relations, strategic corporation communications, social media, event planning, and more. We do have multicultural responsibilities for our largest client:  Although not a requirement, fully Spanish bi-lingual competency is appreciated.

We will involve you in our media outreach campaigns and client strategic discussions. This person will build and manage news media lists, conduct market research, write media materials, conduct limited media pitching, track social media, and similar tasks.  In addition, you will learn:

* How to monitor news media coverage, as well as how to identify the right type of media outlets for our clients.
* Reputation building (and management) for a major brand.
* State-of-the-art PR practices that will help you excel in your career.
* A well-rounded experience in public relations practices covering a wide range of fields.

Must know:  Microsoft Office 365 for PC (and Apple is acceptable) to use Outlook, Word, PowerPoint, Excel proficiently. Must be outspoken and vivacious and interested in learning. Strong and experienced PR writing skills a plus as is experience with Cision or Photoshop, Canva and other social media programs.  We will teach you how to use Cision, MuckRack and TVEyes.

This is a remote work for the foreseeable future, but we do have desks and chairs in our Long Beach office and will look at opportunities for in-person meetings, collaborations and brainstorms.

This internship can begin ASAP and run through the fall semester, but we will look for a person to “stay with us” for the longer if they are the right fit.

Work schedules are very flexible.  We pay $20/hour.  Current estimates are about 25-40 hours a month.

Send cover letter and resume to Denis Wolcott at denis@thewolcottcompany.com.

Contact:

Denis Wolcott

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