**Bolt PR: Public Relations Internship**

Established in January 2007, Bolt PR provides public relations, content development and digital marketing services to businesses across a wide range of industries. We develop sustainable, impactful plans that lead to the generation of meaningful conversations with key audiences, greater understanding, consistent media coverage, attention in the marketplace, and lasting impressions. We love making big things happen for our clients thanks to our savvy and creative team. Bolt Bulldogs are passionate, driven and strategic. Together, we are a fearless and unstoppable group of PR and digital marketing pros!

Please note: All interns must be able to partake in our internship program in exchange for college credit through their established university. Interns can receive **up to three credit hours** for their participation, and must be able to work at least **12 hours per week** for the duration of the semester.

For more information about our company, visit [www.boltpr.com](http://www.boltpr.com) or follow us on Twitter and Instagram @boltpr. If interested in internship opportunities, please send your resume to **britter@boltpr.com.**

**Typical duties include:**

* Engagement in daily account activities and introduction to agency client relations
* Writing including press releases, media pitches, blogs and more
* Active involvement with media relations and editorial tracking
* Media list research and development
* Assistance with social media marketing
* Assistance with research and tactical planning
* Participation in brainstorming and strategy development
* Influencer relations strategy and outreach
* PR campaign plan and timeline development
* Balancing remote workload with support and guidance from agency supervisor

**Our goal is that interns will walk away from the program with:**

* Better understanding of the broad field of PR
* Experience and comfortability with working autonomously
* Examples of how they used and honed skills learned in the classroom
* Examples and data showing how their work supported clients’ goals
* A sense of self-empowerment from working with our skilled and supportive team
* An updated resume and portfolio showcasing the above