

Public Relations Internship Opportunity, MCCI (Detroit, MI)

MCCI (Mort Crim Communications, Inc.) has public relations internship opportunities available for college students. One position each is available for each upcoming term – Winter 2017 semester (January-May) and Summer 2017 semester (June-August).

Requirements

We're seeking go-getters with excellent PR, communications, social media and strong writing (content development) skills. Previous internship experience in PR/communications, especially agency, is a plus. Position is for college internship credit only.

Apply

Send resume and cover letter – including what makes YOU the ideal intern candidate for MCCI – to Senior Vice President of PR/Marcom Rich Donley (rdonley@mccicorp.com).

What's in it for you?

MCCI's PR interns are immersed in the world of integrated marketing with numerous opportunities as available, including:

Public & Media Relations

- Meet with PR team members and receive mentoring
- Attend client meetings/calls
- Create and maintain media lists
- Research editorial calendars
- Conduct media monitoring
- Develop a variety of written content (as available)
- Participate in new business proposal development (as available)
- Attend prospective client meetings (as available)

Social Media

- Participate in social media strategy and content development
- Receive orientation on social media monitoring and posting tools

Video

- Meet with Producer / Videographer / Editor
- Observe a video shoot (as available)
- Observe editing process (as available)

Web & Digital

- Meet with Web Developer / Designer
- Observe/participate in website development process (as available)

Other Activities

- Meet with CEO
- Meet with COO / CFO
- Meet with Business Manager