



POSITION PROFILE

BRIAN LAMB INTERNSHIP PROGRAM

POSITION OVERVIEW

Agency H5, an award-winning, full-service marketing agency headquartered in Chicago, is seeking full-time interns to support its growing roster of clients. If you're interested in gaining hands-on agency experience across a variety of industries including retail, consumer packaged goods, hospitality, real estate, and so much more, than this is the internship for you. Note, this is a full-time, paid position. Interns are expected to work 40-hours per week at Agency H5's Chicago office.

INTERNS support multiple accounts, assisting in core public relations, marketing and social media/digital tasks ranging from developing and distributing media materials to creating social media content to conducting industry research. Interns also perform administrative duties to support the H5 staff and ensure the agency is orderly. In this position, interns work effectively with all team members, demonstrate strong communication and time management skills. They learn the business of the agency, its clients and its internal processes and procedures. **INTERNS** are resourceful task implementers who are counted on for tactical program execution for our clients.

PRIMARY RESPONSIBILITIES

PERFORMANCE LEADERSHIP

- Contribute research and examples to traditional and social media plans, as needed
- Understand clients' target top-tier traditional and social media outlets and be able to create comprehensive media lists using agency tools, resources and conducting research
- Actively pitch media and track media hits related to client news
- Monitor traditional and social media outlets for coverage of client news and competitor developments, flag for appropriate team members
- Proactively consume traditional and social media outlets that are relevant to client business
- Exhibit solid grasp of AP style and draft all media materials based on these guidelines
- Write, proof and edit client related documents based on outline or direction from supervisor; may include pitches, media alerts and press releases, among others
- Prepare initial draft of client updates, as needed and requested
- Research industry or program-relevant topics efficiently
- Researches vendor services as needed
- Assist in managing special event logistics, up to and including the execution of event
- Research spokesperson and speaker's bureau candidates
- Stay abreast of the latest trends in digital and social media communications

WORKPLACE LEADERSHIP

- Adhere to the H5 core values, and conduct self in a manner that reflects the agency's vision and values at all times, in all forums
- Balance workload among accounts and proactively communicate with supervisor
- Provide proactive updates on projects and responsibilities to ensure all work is accurate and completed within established deadlines
- Attend agency staff meetings and group meetings, as well as appropriate Learning Navigator sessions
- Develop content for agency marketing including H5 social media, website and blog
- Maintain positive demeanor and conduct self in a professional manner at all times

MARKET LEADERSHIP

- Demonstrate fundamental understanding and ability to communicate about agency internally and externally
- Actively participate and contribute to agency brainstorming

OPERATIONAL LEADERSHIP

- Track/enter time with precision on a day-to-day basis and submit expense reports in a timely manner
- Perform other client and agency administrative tasks, as assigned

STRATEGIC LEADERSHIP

- Work effectively with agency's different business units and foster solid intercompany relations, as relevant
- Assist client teams with tactical issues

QUALIFICATIONS

- Education: Working toward or completed Bachelor's degree in Communications (e.g., Public Relations, Marketing, Journalism, English), or related field
- Professional Experience:
 - Effective and superior written and verbal communication and interpersonal skills
 - Ability to work in a fast-paced, multi-tasking, deadline-oriented, dynamic environment
 - Ability to adapt to new situations and experiences
 - Strong work ethic and ability to be a self-starter
 - Proven project management skills
 - Ability to proactively support team members
 - Ability to effectively juggle multiple client projects with strong time management and prioritization skills
 - Service-oriented attitude
 - Excellent organizational skills
 - Advanced proficiency in PowerPoint, Excel, Word
 - Understanding of Associated Press Style guidelines
- Preferred, but not Required:
 - Past Public Relations discipline through coursework or other internships
 - Previous related agency experience
 - Social media community management experience
 - Knowledge of Cision, Meltwater and GroupHigh software

ABOUT THE BRIAN LAMB INTERNSHIP PROGRAM

Founded in 2017, the Brian Lamb internship program was created to give Purdue University students/alumni real-life experience in the public relations field. The internship is named after Brian Lamb, the founder of C-SPAN and where Purdue's communication school get its namesake. Our hope is to provide Purdue students/alumni with the necessary skills, knowledge and mentorship to set them up for career success. We do this through offering one summer internship to a Purdue student.

APPLICATION INFORMATION

To apply for the Brian Lamb internship program, please email your cover letter and resume to CLAcareers@purdue.edu by February 14, 2020.