



LEGACY Consulting, PR & Events is a boutique firm located in Franklin, TN that focuses on high profile clients ranging from professional athletes and entertainers to small businesses and corporate entities. We work with our clients on a variety of needs as it relates to their image, branding, community outreach and charitable giving as well as complete event planning and production.

Public Relations & Special Events Internship

DESCRIPTION

LEGACY is currently seeking **VIRTUAL** intern candidates. Interns will gain valuable experience and “on the job” training in the public relations, media and events industry in addition to small business practices. The intern who fills this position should expect to jump into a fast-paced, demanding and ever-changing role where they will learn the field of public relations, marketing and event planning. It's essential that the applicant have excellent communication skills, be comfortable working with high profile clients, have an outgoing personality, demonstrate creativity and understand the importance of attention to detail. The intern is considered an essential member of the team and we are looking for serious candidates who want to learn from their experience.

General responsibilities include, but not limited to:

Public Relations / Media / Marketing

- Schedule and coordinate speaking engagements, appearances, photo shoots, and other special events
- Draft press releases and other materials
- Creates media pitches for client stories and coverage
- Searches media database for contacts
- Search for press clippings and client stories online
- Attends and participates in client meetings, media training sessions, presentations, production meetings and brainstorming sessions as directed.
- Write blog content and take photos for events, topics, news and clients to put on the company website.
- Assist with the development and updating of media lists and other databases, including client, marketing, prospect and administrative databases. Other tasks include database creation, data entry and update additions and corrections. The intern will provide data output in the form of letters, data lists and other reports as requested by account staff.
- Assist with day-to-day business operations of a small firm as needed.
- Assist with the distribution of client information/materials or the firm’s marketing materials.
- Assist with the management of outside vendors to successfully complete work, including, but not limited to printing of materials, audio/visual production, photography, graphic arts services or merchandise products.
- Assist with administrative duties including answering phones, emails, sorting, collating, stuffing envelopes, mailings and other administrative functions as assigned.

- Supports the firm's efforts by researching client efforts, competitors and activities.
- Assists staff with other client, business development and firm management projects as needed.

Special Event Planning

- Assist in the planning, implementing and participating in any fundraising events during internship.
- Assist with planning of special events, including meeting with event committees, developing community resources, generating new ideas and attending event meetings. Work with development staff to increase the quality of events.
- Aid event directors with tasks, which are specific to each special event/function.
- Help with special event mailings, publication design, logistical tasks for events, phone calls related to donations, and other tasks as determined necessary by special event staff.
- Participate in any activity related to the event.

Requirements: Students applying for this internship must:

- Attend a four-year accredited college (prefer junior or senior undergraduate or graduate student) majoring in Public Relations, Communications, Marketing, Journalism, Human & Organizational Development, Business Management or Sports/Music Management degree program.
- Receive college credit for their internship. Note: This is a non-paid internship.
- Candidate must have transportation to / from the office, client meetings, events and activities.
- Candidate must have a strong sense of discretion as it relates to celebrity clients, confidential information and company's proprietary information.
- Candidate needs an outgoing personality and an entrepreneurial spirit.
- Be available for events and activities outside the normal scheduled work hours.
- Have a computer and internet access to be able to work from home or remote location if needed.
- Be a self-starter, energetic and hardworking and ready to meet deadlines.
- Have strong communication skills, writing skills, as well as a solid understanding of social media.
- Only applicants who are proficient with Microsoft Word, Excel, Office and PowerPoint applications should apply.
- Conduct themselves in a professional manner with clients and management.
- Dress in professional attire at events and meetings as directed by management.
- Schedule and work hours are flexible, prefer a candidate that can commit anywhere from 10 – 32 hours per week, events may occur on nights / weekends (depending on course credit hours).

What the intern can expect to gain:

- An opportunity to work with high profile clients and events in the community.
- Learn strategic implementation and thought process of public relations activities, marketing, events and branding as well as small business.
- An opportunity to network with some of Nashville's most connected business leaders.

Please email your resume and cover letter to: info@legacy-pr.com