



Public Relations Internship (non-paid)

Wilbron Inc. offers a unique and rewarding internship experience for public relations, communications, marketing and journalism college students. Through the public relations internship, students build their portfolios and gain valuable experience in the field through participation in featured projects including writing public relations and marketing strategies; writing media releases and pitching to the media; developing social media calendars, posting and monitoring; photo shoots and video production; event planning and much more. This internship is non-paid. College credit is available, but not required for participation.

Terms Available

Spring (Jan. - May)

Summer (May - August)

Fall (Aug. - Dec.)

Wilbron Inc. is an agency of brand strategists. We exist FOR GOOD. We not only match clients with solutions that advance their business objectives, but we also connect their brands to goodwill to build broad support from customers, regulators and key influencers. For more than 12 years, we have helped advance corporate strategies and improve brand awareness for large foundations, national nonprofits, public utilities, hospitals, universities and other industries across the U.S. Our staff has experience in advancing brands that include Coca-Cola, Verizon, Alabama Power Company and many others.

To apply, email your resume and work samples to amiller@wilbron.com and please specify the desired internship term.

Desired Skills:

- GPA 2.5 or higher
- Junior, Senior or Graduate
- Foundational knowledge of public relations, AP Stylebook and social media
- Proficient writing skills, strong communication skills, team player
- Independent worker able to work in a fast-past environment
- Professionalism

Job Responsibilities:

- Conduct research and develop public relations/marketing/social media strategies
- Attend client meetings and events
- Write media releases, pitch media and attend media events
- Manage social media for Facebook, Twitter, LinkedIn, Snapchat and Instagram
- Other duties assigned by supervisor