Description of your organization

Peppercomm is an award-winning strategic communications and marketing firm with more than 100 employees headquartered in New York City, with offices in San Francisco, Boulder and London. The agency was named the #1 place to work by Crain’s New York Business in 2012. Specialties include financial & professional services, consumer, technology and nonprofits. This internship would be mostly focused on financial services.

Goals and objectives the intern will accomplish during the internship

- Develop understanding of public relations/marketing: strategies, best practices, do’s & don’ts, etc.
- Learn how to communicate with the press
- Improve writing skills
- Learn how to build targeted media lists
- Observe and participate in effective client service

Qualifications

- Strong written and verbal communications skills
- Excellent research abilities
- Can-do attitude
- Professional demeanor
- Proficiency in Microsoft Office programs
- Prior marketing/PR experience and interest in financial services is preferred

The marketing tasks

- Write press releases, blog posts as needed
- Develop social media content
- Pitch media on client expertise
- Develop media lists
- Prepare journalist briefings
- Assist in client service (conference calls, responding to emails, etc)

Pay: $400/week

Supervisor:

Mo Shafroth, Director
mshafroth@peppercomm.com
720-470-3653 – based in Boulder

Kristin Davie, Intern Committee Chair
kdavie@peppercomm.com
212-931-6176 – based in New York

The value this position offers to the students:
First-hand experience in an award-winning public relations agency. Interns will work on 5-7 teams and will get broad exposure to many facets of public relations and client service, including how to counsel clients, the types of initiatives clients pursue, etc.

**Application process** and how you want interested students to contact you.

Interested candidates should submit a resume and cover letter as soon as possible to internjobs@peppercomm.com. (Cover letters can be addressed to Kristin Davie or “Intern Committee”.) Candidates should be sure to address the qualifications required of the job and what he/she can offer Peppercomm. Qualified candidates will first interview with two or more members of the Intern Committee via Skype. Candidates who excel in the initial interview will then be asked to interview with their supervisor-to-be, Mo Shafroth—likely in person, but possibly via Skype or phone.

The internship is full-time, Monday-Friday (9-5:30), and goes to the end of summer.