



The Brandon Agency

Founded in 1959, The Brandon Agency is an integrated marketing communications firm with offices in Breckenridge, Colo.; Charleston, S.C.; Charlotte, N.C.; Chattanooga, Tenn.; Cleveland, Ohio; Myrtle Beach, S.C.; and Sofia, Bulgaria. Being the most creatively awarded agency in North Carolina, South Carolina and Virginia for the past 12 years, The Brandon Agency's expertise in diverse marketing disciplines includes traditional, as well as digital, social and internet disciplines. The agency, employing more than 100 people worldwide with total billings over \$50 million dollars in 2014, has produced successful programs and campaigns for hundreds of national brands in a variety of industries, including: banking and finance; ecommerce; food service; healthcare; real estate; technology; and tourism.

Internship Description:

This won't be your typical intern experience, you won't be getting us coffee, picking up dry cleaning, or walking our dogs (even though we do love a good coffee). Instead, we want you on our team as if you were an entry-level staffer. Take a look at the responsibilities below; this covers a lot, but not everything.

RESPONSIBILITIES:

PR:

- Monitor accounts for coverage and develop daily update
- Track and clip coverage for accounts
- Save documents in server
- Draft pitch emails
- Develop editorial calendar opportunity lists
- Conduct research as needed
- Assist with new business planning
- Conduct media audits as needed
- Assist with media mailers and press kit development
- Draft releases
- Draft media alerts
- Develop media databases
- Conduct outreach to media; follow up; provide updates to team
- Assist with brainstorming
- Draft / assist with monthly reports
- Attend team meetings and brainstorming
- Assist with drafting Shoptalk articles

- Send final/approved press releases to agency email

Social Media:

- Attend team meetings and brainstorm
- Assist with monthly reporting
- Mailing out prizes and product
- Scheduling posts on social pages as needed
- Developing content calendar templates
- Assisting content and contest ideas
- Research latest social media trends and share with team
- Drafting agency blog posts
- Assist with monitoring pages for negative comments and flagging for team
- Take photos and videos as needed
- Assist with drafting on account blog posts and developing ideas"

The internship is for our Charleston, S.C.-based office. Looking for students who can commit 10-12 hours a week. The internship is unpaid.