

Cal Poly Journalism Internship Summary

Please provide requested information in the space below.

Name of organization:

Philosophy PR + Marketing

Address, City, ZIP:

5875 Cattleya Drive, San Ramon, CA 94582

Link to organization website:

www.philosophypr.com (website currently undergoing total redesign)

Internship position:

Please provide job title of available position.

1. PR Coordinator
2. PR & Marketing Researcher

Compensation:

Please indicate whether the internship is \$10-\$15/hr., commensurate with experience paid, and if so, what the compensation will be.

Available:

Please indicate when the internship will be open (spring, summer, fall or winter quarter or year 'round). Year Round

Summary of duties:

Please provide a short description of the internship: proposed duties, duration of internship, hours expected and any other relevant details.

1. PR Coordinator – join as an important contributor to our PR team, supporting clients ranging from streaming media (like Netflix) to security software to cloud computing technologies. Duties include assisting with press release development, distribution, media outreach, pitch development and reporting.
2. PR & Marketing Researcher – support PR team with research on competitive coverage and trending industry topics for various accounts

What the intern will learn:

Please provide at least five “learning objectives”: short statements describing what the student will learn, accomplish or acquire during the internship.

1. How to work under deadline in a team environment
2. PR agency client account and research needs
3. Writing styles for various PR activities
4. How to develop effective PR pitches
5. Strategies for successful outreach to media and story placement
6. Reporting techniques

Contact information:

Please provide information for the person who should be contacted about this position.

Name: Renee Maler
Title: Principal Managing Director
Email: renee@philosophypr.com
Phone: 510.499.9746

Other relevant information:

Please provide any other information that would help the student understand the position or the organization.

We're a super fast-paced but fun agency, working with established clients in a variety of verticals. We're excited to work with a responsible, motivated Cal Poly student who would like to gain significant insight into strategies and tactics for PR and Marketing success with our Silicon Valley based clients.

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