



## PR/Media Intern Description

**Position:** PR/Media Intern

**Commitment:** 5-10 hours a week

**Compensation:** Unpaid, but college credit can be given if needed

**Company Profile:** PURPOSE Jewelry is handcrafted by survivors of human trafficking, and is the social enterprise of International Sanctuary. International Sanctuary works to empower young women who are survivors of human trafficking. At International Sanctuary, we are always looking for support in our work. We couldn't do what we do without our dedicated and passionate staff and interns!

### Position Responsibilities:

- Assist in execution of PURPOSE's PR plan, including media submissions, press releases, influencer targeting, events assistance, and other related tasks
- Research different PR opportunities, based on seasonal holidays, marketing campaigns, specific promotions, etc
- Ship press packages, coordinate communication of packages
- Coordinate any PR event logistics, sponsor relations, invitations, etc
- Discover PR trends, best practices, new innovations
- Help PURPOSE reach current and prospective new customers through press relations and influencer-based PR

### Requirements:

- Proficient understanding of social networks
- Excellent written and verbal communication skills
- Passion for the PR industry and its best practices
- Self-starter with strong work ethic and ability to manage own time and take initiative
- Public relations or communications background is a plus