

JJPR
— AGENCY —

JJPR FELLOWSHIP PROGRAM

JJPR Fellowship Program

The JJPR Fellowship Program is a 12-week, full-time immersive work experience and agency training program beginning in late May and running through the middle of August. Open to recent college graduates or college seniors, this paid and highly competitive opportunity gives aspiring public relations, marketing and creative professionals the chance to learn from and work alongside the JJPR team. The JJPR Fellowship Program is designed to prepare soon-to-be or recent college graduates with a strong foundation and desired industry skills to land their first job in communications.

Compensation: Candidate(s) selected for the 12-week Fellowship Program will receive compensation and a stipend for expenses to be determined upon acceptance.

All fellowship candidates must provide resumés, writing and/or design samples and interview with agency personnel prior to acceptance.

Public Relations Fellowship

Skills You'll Learn:

- Account Service
 - Create meeting agendas, conference reports, hour reports and media reports to share with clients
 - Help create, support, execute, promote and measure the success of a variety of marketing communications projects for clients
 - Work in tandem with the account team on marketing and public relations project tasks and deliverables
- Public Relations
 - Research and develop media lists in an online database to use for personalized media outreach on behalf of clients
 - Work with internal and external stakeholders to assist the drafting and distribution of customized media pitches, media alerts, news releases and other content to support client PR efforts
 - Draft print and digital materials for clients to support media outreach
- Content Development
 - Research, create and curate monthly social media calendars, blogs and email marketing content while working alongside the account team, the creative team and clients
 - Research, interview and write newsletter and magazine articles for client publications
 - Conduct website content audits and assist with website copywriting
- Social Media

- Schedule social media content across multiple platforms
- Contribute to the development of social media and communication audits
- Analyze social media campaigns' performance and make recommendations for improvements on engagement, targeting and content
- Email Marketing
 - Learn the design, development and distribution processes of email marketing
- Research
 - Research public relations and social media trends, and prepare forecast
 - Participate in weekly meetings and internal brainstorming sessions
 - Research and develop lists of influencers for client collaborations as well as seek out client competitors

Requirements:

- Working toward or holds a bachelor's degree in public relations, communications, journalism, marketing, business, media or related fields
- Available to work in person at the agency 3-5 days, 35-40 hours per week during summer months
- Be proficient in Microsoft Office Suite, Google Drive and social media platforms
- Understand AP Style
- Use excellent written and verbal communication skills
- Thrive in a fast-paced, collaborative, open-office work environment
- Exhibit ability to independently complete tasks, while still knowing when to ask for help
- Show an interest in creative writing
- Share a passion to build relationships with media
- Enjoy strategic problem solving and critical thinking
- Possess excellent organization and time management skills

What You'll Gain:

- Industry Experience and Skills
 - Familiarity of how public relations works in an agency atmosphere
 - Understanding of how business platforms and integrated softwares are used to carry out day-to-day tasks
 - Knowledge of how to conduct extensive research
 - Development of personalized pitches and creative writing
 - Development of social media calendars, email marketing designs and templates and blog content
- Portfolio Development
 - Real-life work examples to build your portfolio
 - Resumé building and critique
- Interview Experience

- Job interview experience with a mock interview at completion of the fellowship with a review of your resumé and portfolio by agency team members

How You'll Impress Us:

- Detail-oriented: Can spot a typo a mile away, diligent with formatting and AP Style, double and triple checks while proofing and never forgets or misses a deadline
- Self-starter: Can jump into any project, big or small, and run with it
- Creativity: Enjoy coming up with new and experimental ideas for marketing, including quippy copy lines, and thinking outside of the box
- Efficient: Can work quickly without sacrificing work quality
- High standards: Expect personal performance and team performance to be nothing short of the best