

### Our Firm

Peritus PR is a full-service public relations and public affairs firm headquartered in Birmingham, Alabama. Our firm is recognized for our innovative communications solutions, scrappy spirit and influential networks. Our team shares stories by leveraging thought leadership and industry credibility opportunities, offering layered experience in:

messaging - media relations - public affairs - digital engagement - branding - creative services

### Our Experience

We have extensive experience working in a variety of industries, including accounting, apparel, corporate utility, design, education, engineering, entertainment, fashion, food and beverage, healthcare, industrial, legal, nonprofit, outdoor, real estate and tourism.

### Our Internship Program

An internship at Peritus PR is more than just a great credential to put on your resume; it's the hands-on, professional work experience you need to help give you a head start on the competition. Our goal is to prepare you for the future by providing the most challenging, dynamic work environment possible. Whether you are interested in media relations, communications, politics, marketing or graphic design, you will hit the ground running with relevant and collaborative client work projects.

Want to learn about our internships? Visit our website at [perituspr.com/internships](http://perituspr.com/internships)

If interested in applying for a public relations or public affairs summer 2016 internship, please send your resume, cover letter and writer samples to [connect@perituspr.com](mailto:connect@perituspr.com) by **March 25th, 2016**.

### Peritus Promise

At Peritus PR, our team lives by a set of values that we strive to achieve day in and day out. Our six promises reflect our commitment to clients and to ourselves, as we continue to work together to make an impact on our local community.

**PARTNERSHIP:** we are more than a public relations firm; we work as an extension of your team

**PERSISTENCE:** we go above and beyond to achieve your goals and exceed expectations

**PROBLEM SOLVE:** we face every challenge with ethical problem-solving solutions

**PERSONALIZED:** we treat each client with unique and tailored communication strategy

**PASSION:** we wake up motivated because we love what we do for a living

**PROACTIVE:** we continuously identify opportunities and partnerships that align with your goals



“Interning at Peritus was one of the best decisions I made during college. Developing campaign strategies for a variety of clients is something I never would have learned in a classroom. Now that I’ve graduated, several hiring managers point out my agency experience as one of the most impressive qualities of my resume. I’m incredibly grateful for my time at Peritus because I know it laid the foundation for my future as a public relations professional.”

-Esther Workman, The University of Alabama

“I loved being a public affairs intern at Peritus because of the real life experience I received. From day one, I was able to jump right into several projects for clients and see my work put in to play, directly impacting an issue or cause. I really felt as though I was an integral part of the team at all times and contributed to efforts that helped our clients.”

-Emma Boone, Samford University



## **Internship Opportunity: Public Relations/Public Affairs Agency, Peritus PR**

**Job Title:** Public Relations Intern

**Location:** Birmingham, Ala.

**Position Type:** Paid, 20-30 hour work week\*

**Duration:** May - August\*

\*the duration of this internship and hours worked each week can be negotiated and adjusted based on each applicant's school schedule

### **Agency Overview**

**Peritus PR** is a full-service public relations firm headquartered in Birmingham, Alabama. Our team is recognized for our innovative communications solutions, scrappy spirit and vast, influential networks. We offer expertise in message strategy, media, public affairs, branding, digital engagement and creative services to connect our clients to the right people at the right time, bridging the gap between opportunity and success. We go above and beyond for our clients and face any challenge and project with passion and integrity.

### **Position Summary**

A Peritus intern will assist the entire team with various public relations efforts dedicated to support and help each client achieve their unique communications goals.

### **Internship Responsibilities**

- Supports day-to-day client activities, including research, planning, implementation and evaluation of public relations and public affairs services with careful attention to resources, expectations and deadlines.
- Maintains close and frequent contact with internal team, and strengthens rapport between the company and the client.
- Helps prepare effective, comprehensive public relations and public affairs programs that are well organized and well written.
- Demonstrates effective knowledge of community leadership and the workings of local, municipal and state government; has a passion for scanning relevant news, trends and current events for clients' industries.
- Demonstrates effective knowledge of media, particularly those that impact client activities.
- Writes effectively for media outreach support, marketing materials and other digital/printed methods of communication as required.
- Performs other duties as assigned by directors, supervisors and peers as appropriate.

### **Position Requirements and Desired Skills**

- Working towards or recently earned a bachelor's degree in communications, journalism, political science, public relations and/or marketing.
- Excellent oral and written communication skills.
- Strong grammatical skills and AP style knowledge for various writing tasks.
- Relevant campaign/intern experience with public relations and/or politics.
- Accuracy, attention to detail and strong research and organizational skills.
- Self sufficient time-management skills and the ability to multi-task.
- The focus to work under pressure in a fast-paced environment.
- Loyal client service mentality and the ability to work effectively in a team environment.
- Possess the ability to provide professional counsel and account support for our clients.



**To Apply**

Please send your resume, writing samples and a cover letter samples to our team by emailing [connect@perituspr.com](mailto:connect@perituspr.com).

**Peritus PR** is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, gender, gender identity, color, ethnicity, religion, national origin, sexual orientation, protected veteran status, or on the basis of disability.