

Sullivan & LeShane Public Relations, Inc.
Public Relations Intern
Engaging Internship Opportunity in Dynamic Media Landscape

Company Information: Sullivan & LeShane Public Relations, Inc. (SLPR) is a highly respected public relations firm located across the street from the State Capitol in Hartford, CT. Our team of seasoned public relations professionals – who also have backgrounds in stakeholder relations, issue management, marketing, print journalism and corporate communications – represents some of the best-known corporations, businesses, not-for-profits and associations in Connecticut. Current clients include Pratt & Whitney, Dominion Realty Group, Day Pitney LLP, American Eagle Financial Credit Union, the Connecticut Association of Boards of Education, SONE Health and the Connecticut Public Broadcasting Network. You can learn more about the firm by visiting www.ctpr.com.

Internship Description: In today's fast-evolving media landscape, where traditional media seamlessly blends with vibrant multi-platform digital interactions, our agency stands at the forefront of innovation. We pride ourselves on being the trusted partner for our clients, guiding them through the complexities of modern communication. Our reputation shines in stakeholder relations, media relations, community engagement and strategic as well as crisis communications.

This internship provides an exciting opportunity for a motivated student to work directly with our experienced PR team. You will play a crucial role in developing data-driven tactics and strategies that not only widen our clients' digital reach but also enhance their earned media value. As part of our team, you'll be immersed in:

- Conducting in-depth research to expand and update essential public relations databases for stakeholder engagement.
- Compiling targeted digital and social media lists tailored to specific SLPR clients.
- Monitor and analyze social media trends and activities related to our clients.
- Collaborating on innovative projects that bridge your academic knowledge with real-world client relations, account management and external audience engagement.
- Opportunity to learn agency operations through hands-on work with team members to bring ideas to life.
- Assist in administrative duties associated with the agency.
- This internship aligns with U.S. Department of Labor standards for internships at for-profit organizations and offers a unique chance to transform your classroom insights into practical, hands-on experience.

Requirements: Current undergraduate student in good standing, having completed at least one year of undergraduate studies.

- A written certification that this internship meets requirements for your academic program.
- Reliable transportation is required.
- Majors: Communications, Public Relations or related fields.

Skills:

- Collaborate effectively within a team, taking direction and following verbal instructions.
- Ability to support team members in editing documents and graphic needs.
- Strong communication abilities, coupled with impeccable organizational and multitasking skills to manage diverse projects under deadlines.
- Detail-oriented with the ability to take initiative and a team player, professional demeanor.
- Proficient in Microsoft Word and Excel; including spreadsheets and familiarity with data analytics is a bonus.
- A robust understanding of key social media platforms, including Facebook, Instagram, and LinkedIn.

If you're ready to dive into a role that blends creativity with data-driven insights and develop your expertise in a supportive environment, we'd love to hear from you!

Term of Internship: January – May, Tuesday – Thursday from 10 am – 1 pm.

Other: Stipend for successful completion of the internship

To Apply: Candidates should email a cover letter, resume and samples of previous relevant experience on December 1, 2024, to:

Ashlyn Lower
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