Barefoot PR Internship Opportunity

**Company Profile:**
Barefoot PR is founded on the belief that reputations are built on heart and soul and a true commitment to doing the right thing. Never dressing up clients to be something they are not, Barefoot PR works with both businesses and nonprofits to build reputational capital through traditional and non-traditional public relations strategies. Barefoot PR also consults on community investment and works with clients to incorporate these efforts into the company or organization’s story – all the while never losing sight of organizational values and mission, and always working towards the achievement of business objectives.

**Internship Description**
Barefoot PR is seeking an undergraduate student, graduate student, or entry-level professional preparing for a career in public relations, community relations, and/or marketing. The intern will be asked to work approximately 20 hours per week, with exact schedule and duration of the internship to be mutually decided. The intern will also be asked to work a minimum of two days per week at the Barefoot PR office (190 E. 9th Ave., Denver, CO – Governor’s Park neighborhood).

The primary goal of the internship is for the individual to assist with specific projects and gain experience with public relations writing and day-to-day activities, media relations, client management, community relations and corporate social responsibility consulting, organizing events, and small business management. The intern will also be asked to consider Barefoot PR a client, helping to increase brand awareness of the firm through a variety of strategies and tactics, including social media. Fundamentals of public relations will be learned, as well as the core principles of community relations and corporate social responsibility.

Responsibilities may include one or more of the following:
- Project management and marketing
- Client relationship management
- Preparing materials for the media and other audiences
- Media list development
- Communications with the media
- General and client-related research
- Social media management
- Basic graphic design/formatting
- Administrative duties

**Qualifications**
Barefoot PR is seeking a highly motivated student or entry-level professional who has a strong desire to improve his or her community. A student majoring in Communications, Public Relations, Marketing or Business is preferred; however, applicants with other comparable degrees will be considered based on experience.
The following traits are desired in an internship candidate:
• Experience with and understanding of the public relations profession
• Interested in supporting and maintaining a healthy community
• Desire to grow skill sets
• Willingness and ability to work alone and self-motivate
• Ability to write in a clear, concise manner
• Understanding of graphic design and associated softwares
• Ability to cultivate relationships
• Professionalism
• Attention to details
• Strong work ethic

Application Instructions
Please send a cover letter in the form of an email, a resume, and at least one writing sample in the form of a press release (using standard AP guidelines) on a current news topic or a release that was created for a previous position and distributed to the media.

Send all materials and direct all questions to:
Cori Streetman
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