

<b>FIELD OF TRAINING</b>	
<i>Number of positions</i>	1
<i>Length of Training</i>	6 months to a year
<i>Location (-s)</i>	Brooklyn, New York
<i>Compensation</i>	\$1650 (includes monthly MTA transit pass)
<i>Additional benefits (if provided)</i>	
<i>Ideal start date</i>	August 4, 2014
<i>Duration:</i>	Mínimum 6 months

<b>COMPANY INFORMATION</b>	
<i>Website:</i>	<a href="http://www.gregorywhitepr.com">www.gregorywhitepr.com</a>
<i>Description:</i>	Gregory White PR is a marketing and communications agency that specializes in fine wine, spirits, food and other lifestyle products and services.

<b>INTERNSHIP DESCRIPTION</b>	
<i>Department/Company Area/Field of Training</i>	Supporting account managers in public relations activities, social media promotion and communication, event organization, and media and market research
<i>Trainee's Title</i>	Account Support
<i>Intern Main Tasks/Responsibilities</i>	The intern will be tasked with product, market and press research projects associated with current client activity, as well as new business development projects. The intern will receive instruction on how to promote a product or service through written and spoken communications based on a defined strategy. They will also be part of a team that plans, executes and evaluates communication and marketing campaigns on

	various social media platforms.
<i>Key Objectives of Training</i>	A person in this position should learn to create compelling communications tailored for the designated audience that incorporates the key brand messages, how to effectively manage virtual communities by capturing and engaging followers with compelling content, how to maximize social reach leveraging all platforms and partners' platforms, and how to compile and analyze the results of a campaign.
<i>Tasks/Activities Associated with Training</i>	The intern will use available resources to gather data and present it in a useful format for analysis such as a client report, a report on competitive brands, and lists identifying appropriate targets for communications. Planning and execution of online promotions, online advertising, sponsored content, content creation, as well as monitoring, reporting, and analysis of results will be tasks associated with social media responsibilities. Interns will also be expected to assist in all aspects of event organization duties.

<b>APPLICANT REQUIREMENTS</b>	
<i>Academic Background Professional/Practical Experience</i>	Business, journalism or marketing students preferred. Previous work experience or internship preferred.
<i>Skills/Knowledge/Language Proficiencies</i>	Ability to comfortably use Microsoft Excel, Word, PowerPoint. Knowledge of design software such as Illustrator is a plus. Familiarity with major social media platforms. Fluent in spoken and written English.
<i>Additional requirements</i>	Attention to detail, passion for food and beverage